

San Diego County 1997 OCCUPATIONAL OUTLOOK



THE SAN DIEGO CONSORTIUM & PRIVATE INDUSTRY COUNCIL
THE STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT,
LABOR MARKET INFORMATION DIVISION
AND
THE CALIFORNIA OCCUPATIONAL INFORMATION COORDINATING COMMITTEE

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PURPOSE OF THIS REPORT

The San Diego Consortium & Private Industry Council was established by the City and County of San Diego to "provide for a regional, comprehensive system of planning and administration of education, job training and employment resources." Included in these services is the *Occupational Outlook* which we research, compile, publish annually, and distribute countywide. This report provides an ongoing analysis of the San Diego County labor market.

Each year we target specific occupations and survey hundreds of employers throughout the county. Information regarding qualifications, wages, benefits, and advancement opportunities is gathered and published in a user-friendly format for use by community members including:

- Job Seekers
- Career Counselors
- Program Planners
- Curriculum Designers
- Economic Development Personnel
- Trainers
- Educators
- Human Resource Managers
- Employers.

Labor Market Perspective:

The changes in our economy, particularly in the '90s, will have a significant impact on the types of jobs available in San Diego County and the skills required for employment. The emphasis is shifting away from the traditional industries, such as construction and agriculture. Instead, a new group of industry clusters has emerged to lead San Diego's job growth in areas that have potential for the future. These clusters consist of groups of industries related by supplying, creating or selling a certain product or service and are projected to lead in the expansion of our local economy.

Leading Industry Clusters:

- Telecommunications
- Software development
- Health care products and services
- Business and financial services
- Tourism and hospitality
- Recreational goods
- Electronics

These are further anticipated to provide impetus for growth in personal services, retail and wholesale trades, construction and supply industries. In most occupations, applicants will find more competition, and an increasing demand for specific and/or technical skills. Employers are seeking computer literate workers in most industries and occupational levels. The emphasis on a service-oriented, "information based" economy is increasing the requirements for good communication, problem-solving, critical thinking and interpersonal skills. Job seekers and employees must be prepared to work in occupations that require flexibility to adapt to changing skill requirements and job demands, including the ability to work either independently or as a team member.

How To Use This Report:

The 34 occupations in this report include mid-level and emerging jobs throughout San Diego County. Again, we include two added categories: nontraditional occupations (those with 25% or less female workers) and employers' three-year occupational growth forecast. The format of information in this report was specifically designed to be easy to understand and use. The introductory sections provide an overview and quick reference for the terminology and coding systems used in this report. Please review the Description of Individual Occupational Profiles to assist in interpreting the information.

For questions, please call the labor market information unit at (619)238-1445.

ACKNOWLEDGMENTS

The San Diego Consortium & Private Industry Council thanks the San Diego **Local Occupational Information Coordinating Committee** (LOICC) members for their contributions to the San Diego Occupational Outlook Report. The role of the LOICC is to guide the selection of occupations to be surveyed, and establish community linkages for development of occupational profiles. The profiled occupations were first nominated by Career Counselors, Rehabilitation Specialists, Case Managers, Educators and Program Planners then finalized by the LOICC. The list of occupations includes many that have training programs available through community colleges, the ROP, private training providers, colleges and universities.

The LOICC is co-chaired by:

Dr. Emmett Casey,
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Participants in last year's LOICC include:

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Toni Padron, North County Career Center
Steve Plunk, Labor's Community Service Agency
Ray Roberts, Vietnam Veterans of San Diego
Cheryl Rietz, California Department of Rehabilitation

METHODOLOGY

Steps in Research

- 1. Occupational forecast:** Occupational projections are developed by the Labor Market Information Division (LMID) of the Employment Development Department and are used to help identify growing and declining occupations.
- 2. Occupation selection:** A list of 100 occupations is presented to an audience of vocational counselors, trainers, and educators at the prior year's annual Occupational Outlook dissemination meeting. Attendees are asked to rate the importance of obtaining additional employer demand information for each of the occupations identified. The Local Occupational Information Coordinating Committee (LOICC) reviews the results of these rankings in detail and make the final selection of occupations to be surveyed. (A total of 34 occupations was selected for this survey.)
- 3. Questionnaire development:** Specific information needs for each occupation are determined, and questionnaires are developed by LMID to respond to local information needs.
- 4. Sample selection:** LMID generates employer samples by industry and employer size. Employers are contacted to verify that they employ persons in the occupation and are willing to participate in the project.
- 5. Employer survey:** Confidential employer surveys are conducted by telephone, fax or mail. Completed surveys are reviewed for internal consistency and employers recontacted for clarification as needed.

- 6. Data entry and tabulation:** Completed surveys are reviewed and the responses entered in a CCOIS database which generates basic data tabulations.
- 7. Written analysis:** The data from those tabulations and other relevant information is carefully analyzed to prepare the individual occupation profiles. (Sufficient information was obtained during the second half of 1996 to develop profiles for the 34 occupations.)

Report Distribution

- a) The written analysis is presented at a public dissemination meeting, which is the initial step in publicizing the occupational information collected.
- b) The occupational information projections and training sources have also been incorporated in the ERISS program, an automated labor market information system which is offered through the ROP, community colleges, high schools, rehabilitation offices, Career Centers and the Employment Development Department offices.
- c) The Occupational Outlook Report is also distributed to high schools and community college career counselors, vocational rehabilitation offices and library systems throughout San Diego County.

Uses for Occupational Outlook Report

The information in this report can be used by a variety of organizations and individuals for many different purposes. Possible uses include:

Career Decisions -

Career counselors and job seekers can make informed occupational choices based on skills, abilities, interests, education, and personal needs. The localized information is easy to read and includes employer requirements and preferences, wages, labor demand, and sources of employment and training.

Program Planning -

This report provides local planners and administrators with employment, training, and placement information, as well as occupational size and expected growth rates. Program planners can use this data to evaluate, improve, and eliminate programs or to plan new programs.

Curriculum Design -

Each training provider can assess and update its curriculum based on current employer needs and projected trends, as indicated in this report.

Economic Development -

Local government agencies and economic development organizations will find information on the labor pool, occupational size, expected growth rates, and wages useful in determining the potential for business growth and development in our labor market area.

Program Marketing -

Training providers can effectively market their programs by informing students, employers, and others that the chances for job placement are much greater because their training programs are developed using reliable local occupational data.

Human Resource Management -

Small business and corporate human resource directors can use this report to help determine competitive wages and benefits to improve recruitment methods, and to assess the availability of qualified workers for business expansion or relocation purposes.

This report is intended to be used as an informative reference to support these and many other decisions. To maximize the use of this information, please contact Labor Market Information at the San Diego Consortium & Private Industry Council at (619) 238-1445.

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DESCRIPTION OF INDIVIDUAL OCCUPATIONAL PROFILES

The following is a brief description of the topics in the profiles in the 1997 Occupational Outlook Report, including definitions of the terms used to explain the survey results.

Title and Definition of Occupation: Each occupation has a six-digit occupational code and definition from the standard Occupational Employment Statistics (OES) classification system. OES descriptions are broader in scope than the Dictionary of Occupational Titles (DOT) classification system. Each OES code may include several of the more detailed DOT titles.

Education, Training, Experience and Skills: This section is a compilation of survey responses covering the following aspects of job qualifications:

- Type of education and training completed by individuals hired into the occupation over the past year.
- Related work experience and type required.
- Listing of the key important skills rated by employers.
- Additional employer specified skills.

The terms throughout the report to describe survey results are:

- **Almost all:** more than 75% of the survey responses
- **Most:** 51 - 75% of the survey responses
- **Many:** 35 - 50% of the survey response
- **Some:** 10 - 34% of the survey responses
- **Few:** less than 10% of the survey responses.

Occupational Characteristics:

Career ladders - Reports the previous occupations from which people were promoted into the profiled occupation and those occupations which serve as promotional opportunities.

Nontraditional occupations - Defined as having 25% or less workers who are women.

Turnover - Calculated for each occupation, based on vacancies (resulting from promotions and employees leaving the firm) filled over the last 12 months, divided by the total reported number of persons in that occupation. This is reported as a percentage. Terms used to describe turnover are:

- **Very low:** Less than 6%
- **Moderately low:** Between 6% and 10%
- **Moderate:** Between 11% and 20%
- **Moderately high:** Between 21% and 30%
- **High:** Over 30%

Unionization - Shown as the percentage of the responding employers who report employees in the occupation as members of a union.

Where the Jobs are: - Identifies the industry groups that serve as major sources of employment for each occupation. The percentage indicated is derived from industry employment distribution data provided by LMID.

Fringe Benefits: Of firms offering benefit packages, the percentage of those that offer each type of benefit is shown. The following will assist the reader in understanding this section.

- Benefits may be offered but not necessarily paid by the employer.
- Part-time benefits are not reported when there are few part-time workers in the occupation.
- Additional benefits identified by employers are listed at the bottom of this section.
- An asterisk (*) instead of a percentage indicates that fewer than three employers surveyed offer this benefit. This information is withheld to protect the confidentiality of individual responses.

Most Frequently Used Recruitment Methods: This section presents information on the methods employers use to recruit new employees. Each employer is asked to indicate all of the recruitment methods used. The methods are reported in order of frequency of use by employers.

Supply and Demand: Employers are asked to rate on a four-point scale the difficulty they have in finding experienced or inexperienced applicants to fill vacancies. The employers' responses are combined with a weighted average using a formula including the number of new hires and the number of firms.

The following terms are used to describe the degree of difficulty in finding applicants:

- **Very Difficult:** Employer demand is considerably greater than supply of qualified applicants. Applicants may find *little competition* for job openings.
- **Somewhat Difficult:** Employer demand is somewhat greater than the supply of qualified applicants. Applicants may find opportunities for job openings *somewhat competitive*.
- **A Little Difficult:** Supply of qualified applicants is somewhat larger than demand for qualified applicants. Applicants may find opportunities for job openings *competitive*.
- **Not Difficult:** Supply of qualified applicants is considerably greater than demand. Applicants may find opportunities for job openings *very competitive*.

Hours and Wages*: The distribution of full-time, part-time, on-call temporary and seasonal employees is reported in this section, together with the average number of hours worked per week. The range and median of hourly wages are presented for three categories of employees:

- **New Hires with No Experience:** Persons trained or otherwise qualified, but with no paid experience in the occupation.
- **New Hires with Experience:** Experienced persons, or persons at the journey level (if applicable), but just starting with the firm.
- **After Three Years with the Firm:** Persons at the journey level (if applicable) or having at least three years of experience in the occupation with the firm. Both union and non-union median wages are presented for occupations having union representation.

*Data collection occurred June - August 1996. Consequently, the minimum wage increase effective October 1996 is not reflected in the wage information.

Occupational Size and Growth Projections: This section presents the seven-year growth and job openings projections (1992-1999) provided through the OES projection system. It also summarizes the size of employment in the occupation, based on percentage of the total employment in the county. Terms used to describe size of employment are:

- **Small:** Less than 1,410 employees (less than .15% of 1992 employment).
- **Medium:** 1,411 - 2,825 employees (.15% to .29% of 1992 employment).
- **Large:** 2,826 - 6,120 employees (.30% to .64% of 1992 employment).
- **Very Large:** More than 6,121 employees (more than .65% of 1992 employment).

Growth Trends: This is an overview of projected seven year new job growth rates in relation to the overall average new job growth rate (9.3%, 1992 - 1999) for the county. The following terms are applied to the occupational growth trends for San Diego County.

- **Much Faster than Average:** 13.95% or more.
- **Faster than Average:** 10.2% to 13.94%
- **Average:** 8.38% to 10.19%
- **Slower than Average:** 8.37% or less.

SAN DIEGO CAREER CENTER NETWORK

The San Diego Consortium & Private Industry Council and its many partners have established a Career Center Network throughout San Diego County. The Career Center Network is comprised of six uniquely designed Career Centers. The Career Center Network core partners are: the San Diego Consortium & Private Industry Council, Employment Development Department, Community College Districts, County of San Diego Department of Social Services, Consumer Credit Counselors of San Diego and Imperial Counties and Labor's Community Service Agency. In addition to the core partners, each Center is assisted by partners from its geographic area. All of the partners integrate their services and provide a "one-stop" location to meet the needs of the local population.

The Career Center Network provides employment services to the general public, including specific services to laid-off and long-term unemployed workers. Additionally, each Center assists employers who are anticipating layoffs or who are hiring, by providing prescreened qualified candidates. The occupational information has been incorporated into the ERISS program, an automated labor market information system, which is available at each Career Center.

SAN DIEGO CAREER CENTER NETWORK LOCATIONS

San Diego Metro Career Center
8401 Aero Drive
San Diego, CA 92123-1720
(619) 974-7620
Fax: (619) 974-9805

East County Career Center
(Located at the Career Development Center)
500 Fesler Street, Suite 101
El Cajon, CA 92020
(619) 579-4700
Fax: (619) 579-4720

North County Career Center
5315 Avenida Encinas
Carlsbad, CA 92008
(619) 930-2400
Fax: (619) 930-8014

South County Career Center
1111 Bay Blvd., Suite E
Chula Vista, CA 91911
(619) 424-1112
Fax: (619) 424-1144

South Metro Career Center
6145 Imperial Avenue
San Diego, CA 92114
(619) 266-3600
Fax: (619) 266-3605

Inland North County Career Center
1951 East Valley Parkway
Escondido, CA 92027
(619) 738-0274
Fax: (619) 738-8723

SAN DIEGO COUNTY 1997 OCCUPATIONAL OUTLOOK

OCCUPATIONAL PROFILES

ARCHITECTS (Except Landscape and Marine)

OES 223020

Architects plan and design structures, such as private residences, office buildings, theaters, factories and other structural property. These Architects do not include Marine or Landscape Architects.

Alternate Job Titles: Design Architect, Project Architect, Production Architect, Construction Administrator

Related DOT Codes: 001.061-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Almost all recent hires have a bachelor's degree. A few have graduate study degrees.

Training: Most firms never allow training to substitute for work experience. Employers indicate a preference for applicants who are computer literate with computer aided drafting (CAD) and 3-D graphics application skills. Architects need to be licensed by the State of California Board of Architectural Examiners.

Experience: Most firms always require related work experience. They tend to hire applicants with 2 - 5 years experience as a Design Architect, Drafter or Project Manager.

Skills rated "very important":

- Knowledge of design construction procedures
- Knowledge of zoning and building codes
- Knowledge of building materials
- Ability to prepare scale drawings
- Freehand drawing skills
- Ability to work on a team
- Interpersonal and customer service skills
- Organizational skills
- Willingness to work long hours
- Oral communication skills
- Ability to read and follow instructions
- Ability to work under pressure and meet deadlines
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Apprentice Architect, Junior Architect (with license). Promote to: Senior / Associate Architect, Job Captain, Project Architect.

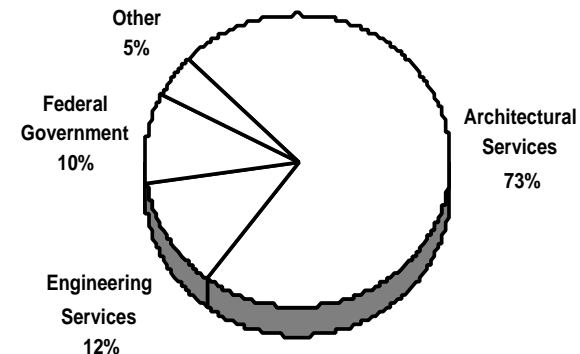
Nontraditional Occupation: Yes.
23% of workers in survey responses were female.

Turnover: Moderate, 16% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	47%
Vision Insurance:	18%
Life Insurance:	35%
Paid Vacation:	94%
Paid Sick Leave:	94%
Retirement Plan:	24%
Other employer specified: 401-K Plan	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, AIA journals and postings in local AIA offices, employee referrals, private employment agencies.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Architects**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Architects work full-time, 42 hours per week and some work on a temporary basis 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$8.00 - 13.00	\$11.00
New Hires, With Experience:	\$13.00 - 18.00	\$15.00
After Three Years With the Firm:	\$16.75 - 24.00	\$20.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 730 - - Small

OES Growth Projections: New jobs through 1999: 180
Separations to 1999: 80
 *Total Openings: 260

New Job Growth Rate: 24.7%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of increased business and new project funding. However many project employment to remain stable.

Employer Responses: 18 employers supplied data used in this analysis.

AUTOMOTIVE BODY AND RELATED REPAIRERS

OES 853050

Automotive Body and Related Repairers repair, repaint and refinish automotive vehicle bodies, straighten vehicle frames and replace damaged vehicle glass.

Alternate Job Titles: Collision Repair Technician, Auto Glass Installer, Bodyman, Metal and Paint Technician, Journey Level Repairer

Related DOT Codes: 807.381-010, 807.381-018, 807.381-030, 865.684-014

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent. Many have college (but not necessarily a degree) which may include some type of vocational training coursework.

Training: Most firms sometimes allow training to substitute for work experience. Many firms indicate a preference for applicants with I-CAR (Industry Congress of Automotive Repair) or ASE (Automotive Service Excellence) Certification and may provide this training to their employees. A few employers require basic skills to operate computerized alignment equipment. A few may require welding certification.

Experience: Many firms usually require related work experience. They tend to hire applicants with 1 - 4 years experience as an Auto Body Repairer Technician, Auto Painter or Auto Glass Installer.

Skills rated "very important":

- Ability to use cutting and welding machinery
- Ability to work with fiberglass
- Ability to use power hand tools
- Ability to do masking work
- Knowledge of painting techniques
- Ability to tolerate paint and dust fumes
- Ability to lift at least 50 lbs.
- Basic knowledge of mechanical, electrical, brakes & suspension
- Auto estimating skills
- Pass drug test
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

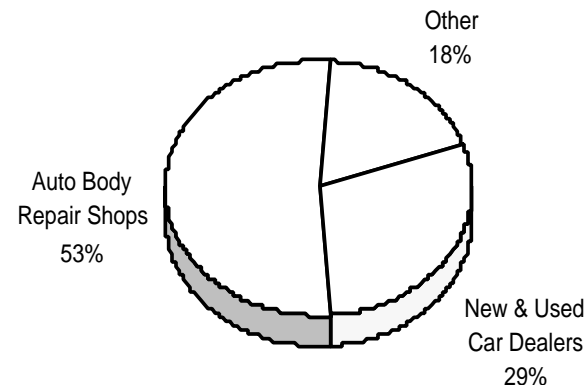
Career Ladders: Promote from: Auto Body Worker, Auto Body Helper. Promote to: Journey Level Mechanic, Shop Foreman or Supervisor

Nontraditional Occupation: Yes.
3% of workers in survey responses were female.

Turnover: Moderately High, 21% in the past 12 months.

Unionization: Yes. 7% of responding firms were unionized.
2% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	86%
Dental Insurance:	43%
Vision Insurance:	14%
Life Insurance:	29%
Paid Vacation:	79%
Paid Sick Leave:	71%
Retirement Plan:	29%
Other employer specified: Paid Holidays	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer, ROP and Adult Education programs.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	
A Little Difficult		X
Not Difficult		

Job Market for: **Automotive Body and Related Repairers**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Automotive Body and Related Repairers work full-time, 41 hours per week and a few work part-time, 20 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.00 - 12.00	\$7.00
New Hires, With Experience:	\$9.00 - 15.25	\$10.00
After Three Years With the Firm:	\$13.00 - 25.00	\$15.75

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,470 - - Medium
OES Growth Projections: New jobs through 1999: 190
 Separations to 1999: 260
 *Total Openings: 450

New Job Growth Rate: 12.9%*. Projected growth is faster than the county- wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however many employers project employment to grow because of an increase in business.

Employer Responses: 15 employers supplied data used in this analysis.

AUTOMOTIVE MECHANICS

OES 853020

Automotive Mechanics adjust, repair and overhaul automotive vehicles. They may be designated according to specialties, such as Brake Repairers, Transmission Mechanics, or Front-end Mechanics. Does not include Auto Body Repairers, Bus and Truck Mechanics, Diesel Engine Specialists and Electrical Systems Specialists.

Alternate Job Titles: Automotive Technician, Automotive Service Worker, Heavy Line Mechanic, Service Specialist, Transmission Mechanic

Related DOT Codes: 620.261-010, 620.281-010, 620.281-026, 620.281-034, 620.281-038 , 620.381-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent. Many have college (but not necessarily a degree) which may include automotive technology courses.

Training: Many firms sometimes allow training to substitute for work experience. They tend to accept 1 - 2 years of vocational training and look for applicants trained in using computer diagnostics, scan tools and lab scopes.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Auto Mechanic, Automotive Technician, Heavy Line Mechanic, Transmission Rebuilder, or Tune-up Specialist.

Skills rated "very important":

- Ability to read and understand service manuals
- Ability to tune up engines
- Ability to use electronic and computerized diagnostic equipment
- Ability to repair vehicle air conditioning systems
- Ability to repair brakes
- Knowledge of carburetion and fuel injection systems
- Ability to use hand power tools
- Welding skills
- Trained in safe work practices
- Possess valid drivers license with good DMV record
- Oral communication skills
- Ability to perform basic math
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

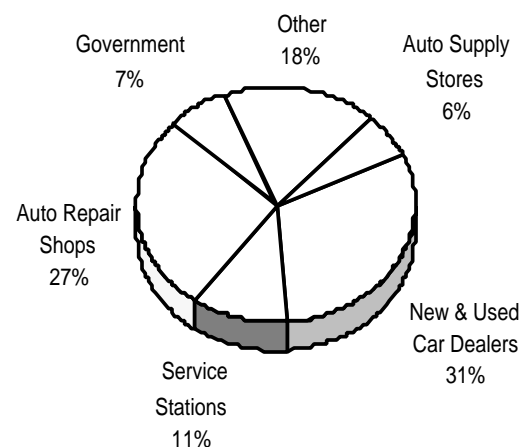
Career Ladders: Promote from: Mechanic Apprentice, Automotive Helper. Promote to: Shop Foreman, Service Advisor / Writer, Shop Manager.

Nontraditional Occupation: Yes.
None of the workers in survey responses were female.

Turnover: Moderate, 18% in the past 12 months.

Unionization: Yes. 7% of responding firms were unionized.
1% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	77%
Dental Insurance:	62%
Vision Insurance:	15%
Life Insurance:	69%
Paid Vacation:	100%
Paid Sick Leave:	31%
Retirement Plan:	62%
Other employer specified: Paid Holidays	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or transfer, ROP and public school or program referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Automotive Mechanics**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Automotive Mechanics work full-time, 41 hours per week and a few work part-time, 20 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$6.50 - 12.00	\$8.00
New Hires, With Experience:	\$9.00 - 18.00	\$10.00
After Three Years With the Firm:	\$13.00 - 22.00	\$16.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 5,660 - - Large
OES Growth Projections: New jobs through 1999: 670
 Separations to 1999: 1,180
 *Total Openings: 1,850

New Job Growth Rate: 11.8%*. Projected growth is faster than the county- wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however many employers project employment to grow because of an increase in business.

Employer Responses: 15 employers supplied data used in this analysis.

BILL AND ACCOUNT COLLECTORS

OES 535080

Bill and Account Collectors locate and notify customers of delinquent accounts by mail, telephone, or personal visit to solicit payment. Their duties include receiving payment and posting amounts to customer's account; sending statements to the credit department if the customer fails to respond, initiating repossession proceedings or service disconnection, and keeping records of collection and status of accounts. Does not include collectors of money from coin boxes.

Alternate Job Titles: Collection Representative, Collections Investigator, Collection Agent, Account Collector

Related DOT Codes: 241.357-010, 241.367-010, 241.367-022

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Many recent hires have an associate's degree or some college (but not necessarily a degree). Some have a high school diploma or equivalent.

Training: Most firms sometimes allow training to substitute for work experience and provide company on-the-job training. Employers indicate a preference for applicants with word processing and data base software application skills.

Experience: Many firms usually require related work experience. They tend to hire applicants with 1 year experience as a Collection Representative or Bill Collector.

Skills rated "very important":

- Knowledge of Federal Collection regulations
- Negotiating skills
- Ability to resolve billing disputes
- Ability to interview others for information
- Public contact skills
- Telephone answering skills
- Ability to use a computer
- Data entry skills
- Ability to keep accurate records
- Ability to work as a team
- Customer service skills

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote to: Collector II, III, IV, Collections Investigator, Supervisor, Manager.

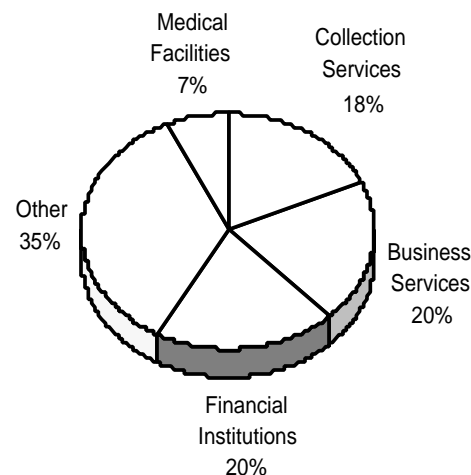
Nontraditional Occupation: No.
61% of workers in survey responses were female.

Turnover: Moderate, 20% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	92%
Dental Insurance:	77%
Vision Insurance:	38%
Life Insurance:	69%
Paid Vacation:	92%
Paid Sick Leave:	69%
Retirement Plan:	54%
Other employer specified: 401-K Plan, Paid Holidays	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or transfer, Job Lines, Postings in Credit Unions, Employment Development Department.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Bill and Account Collectors**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Bill and Account Collectors work full-time, 40 hours per week and some work part-time, 26 hours per week.

Hourly Wages *	Range	Median
New Hires, No Experience:	\$6.00 -11.00	\$7.75
New Hires, With Experience:	\$8.50 -12.75	\$10.00
After Three Years With the Firm:	\$10.00-15.25	\$12.00

*Those workers who are paid commissions can make a higher wage based upon their individual efforts.

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment:	1,570 - - Medium
OES Growth Projections:	New jobs through 1999: 300
	Separations to 1999: 100
	*Total Openings: 400

New Job Growth Rate: 19.1%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however many project employment to grow.

Employer Responses: 15 employers supplied data used in this analysis.

CABINETMAKERS AND BENCH CARPENTERS

OES 893110

Cabinetmakers and Bench Carpenters cut, shape and assemble wooden articles, such as store fixtures, office equipment, cabinets and high grade furniture. They set up and operate a variety of machines, such as power saws, jointers, mortisers, tenoners, molders and shapers to cut and shape parts from wood stock.

Alternate Job Titles: Millman, Cabinet / Frame Assembler, Lumberperson, Wood Machinist

Related DOT Codes: 660.280-010, 669.380-014, 760.684-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: All recent hires have a high school diploma or equivalent.

Training: Some firms usually allow training to substitute for work experience and accept high school woodworking classes or provide company on-the-job training.

Experience: Many firms usually require related work experience. They tend to hire applicants with 6 - 24 months experience as a Cabinetmaker, Bench Carpenter or Woodworker.

Skills rated "very important":

- Ability to operate woodworking machines
- Ability to use hand tools
- Ability to use radial saw and nail gun
- Knowledge of woodworking techniques
- Ability to do precision work
- Knowledge of safe shop working practices
- Ability to read blueprints
- Knowledge of various types of lumber stocks
- Ability to withstand excessive noise and dust
- Knowledge of wood finishes
- Ability to do basic math
- Ability to work with fractions
- Knowledge of computerized milling
- Plastic lamination skills
- Ability to read and follow instructions
- Ability to work on a team

OCCUPATIONAL CHARACTERISTICS

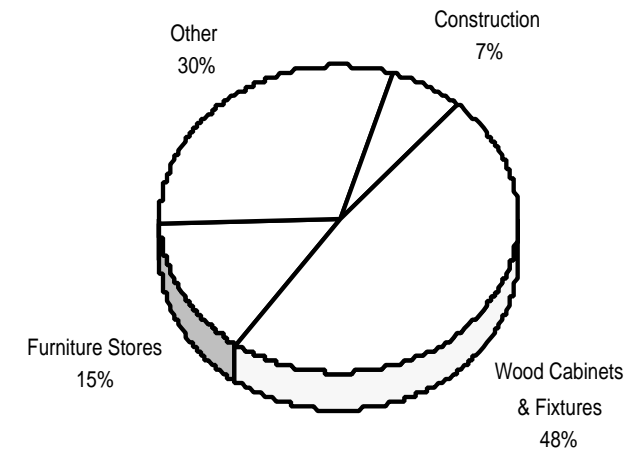
Career Ladders: Promote from: Apprentice Cabinetmaker. Promote to: Assembly Foreman, Machine Operator, Design Consultant.

Nontraditional Occupation: Yes.
6% of workers in survey responses were female.

Turnover: Moderately low, 7% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	67%
Dental Insurance:	67%
Vision Insurance:	22%
Life Insurance:	22%
Paid Vacation:	67%
Paid Sick Leave:	56%
Retirement Plan:	11%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, private employment agencies.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Cabinetmakers and Bench Carpenters**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Cabinetmakers and Bench Carpenters work full-time, 41 hours per week and a few work part-time, 30 hours per week or on a temporary basis, 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.00 - 7.00	\$5.50
New Hires, With Experience:	\$5.50 - 11.00	\$8.00
After Three Years With the Firm:	\$7.75 - 19.00	\$12.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 850 - - Small

OES Growth Projections: New jobs through 1999: 100

Separations to 1999: 150

*Total Openings: 250

New Job Growth Rate: 11.8%*. Projected growth is faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Many responding employers project employment to grow over the next three years. However, many expect employment to remain stable.

Employer Responses: 16 employers supplied data used in this analysis.

COST ESTIMATORS

OES 219020

Cost Estimators prepare cost estimates for manufacturing of products, construction projects or services to aid management in bidding on or determining price of products or services. They may specialize according to a particular service performed or product produced.

Alternate Job Titles: Construction Bidder, Construction Estimator, Lumber Estimator, Project Manager

Related DOT Codes: 169.267-038

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a bachelor's degree. Some have college (but not necessarily a degree) and some have a high school diploma or equivalent.

Training: Most firms never allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, Lotus 1-2-3, Excel, Project Management and Estimating software application skills.

Experience: Most firms always require related work experience. They tend to hire applicants with 2 - 4 years experience as a Construction Bidder, Construction Estimator or Project Engineer.

Skills rated "very important":

- Ability to analyze bid proposals
- Ability to prepare cost and labor estimates
- Ability to do accurate work
- Ability to do mathematical calculations
- Evaluation skills
- Organizational skills
- Willingness to travel
- Ability to consult with clients
- Ability to read blueprints
- Ability to write contracts
- Ability to work under pressure and meet deadlines
- Interpersonal and customer service skills
- Oral communication skills
- Ability to read and follow instructions
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Assistant Estimator.
Promote to: Lead Estimator, Senior Estimator, Chief Estimator, Project Manager

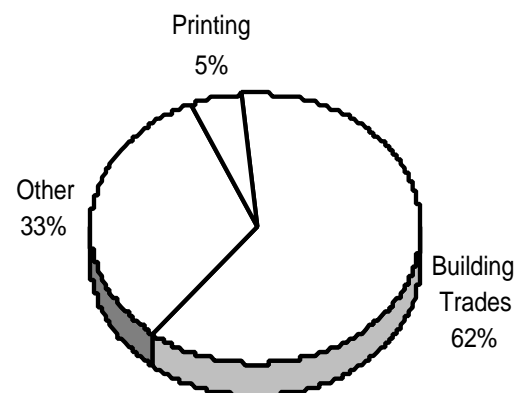
Nontraditional Occupation: Yes.
2% of workers in survey responses were female.

Turnover: Moderate, 16% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	81%
Dental Insurance:	69%
Vision Insurance:	25%
Life Insurance:	69%
Paid Vacation:	100%
Paid Sick Leave:	88%
Retirement Plan:	50%
Other employer specified: 401-K Plan, Profit Sharing	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

In-house promotion or transfer, employee referrals, newspaper advertisements, industry journals, college recruitment.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Cost Estimators**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: All Cost Estimators work full-time, 41 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$9.50 - 16.75	\$14.00
New Hires, With Experience:	\$15.00 - 19.25	\$17.00
After Three Years With the Firm:	\$19.25 - 30.00	\$21.50

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,710 - - Medium

OES Growth Projections: New jobs through 1999: 130

Separations to 1999: 120

*Total Openings: 250

New Job Growth Rate: 7.6%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however many project employment to grow because of continued growth of business in the construction industry.

Employer Responses: 16 employers supplied data used in this analysis.

DATA PROCESSING EQUIPMENT REPAIRERS

OES 857050

Data Processing Equipment Repairers repair, maintain and install electronic computers (mainframes, minis and micros), peripheral equipment and word processing systems. Does not include non-Data Processing Equipment Repairers.

Alternate Job Titles: Computer Equipment Repairer, Field Service Technician, Computer Repair Technician, Printer Repair Technician, Bench Technician, Electronic Mechanic.

Related DOT Codes: 039.264-050, 633.264-010, 823.261-030, 828.251-010, 828.261-022

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Many recent hires have some college (but not necessarily a degree) or a high school diploma or equivalent. Some have an associate's degree.

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for vocational school graduates who were certified in A+, networking systems or Novell.

Experience: Many firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Computer Repair Technician, Network Specialist or Electronics Technician.

Skills rated "very important":

- Ability to read and understand repair manuals
- Ability to solve technical problems
- Troubleshooting skills
- Knowledge of electronics testing equipment
- Familiarity with diagnostic programs
- Knowledge of peripheral equipment
- Knowledge of networks
- Knowledge of fiber optics
- Ability to use computers, including the Internet
- Basic math skills
- Ability to work independently
- Oral communication skills
- Use of a reliable vehicle and possess a valid drivers license
- Customer service skills

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Electronics Apprentice, Repair Assistant, Internship. Promote to: Senior Technician, Repair Technician Supervisor, Field Supervisor, Regional / Area Manager.

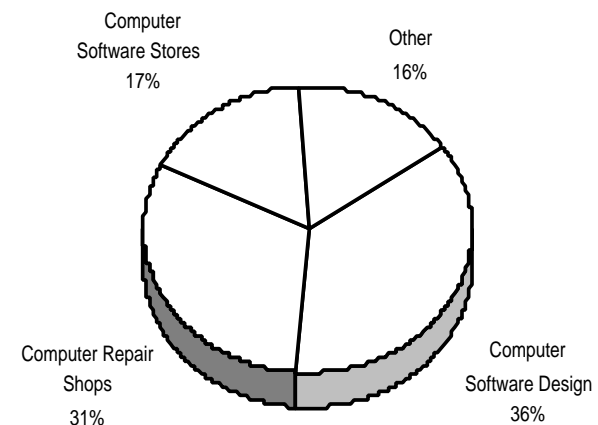
Nontraditional Occupation: Yes.
5% of workers in survey responses were female.

Turnover: Moderately low, 9% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	69%
Dental Insurance:	38%
Vision Insurance:	31%
Life Insurance:	46%
Paid Vacation:	85%
Paid Sick Leave:	62%
Retirement Plan:	8%
Other employer specified: 401-K Plan, Paid Holidays, Profit Sharing, Child Care	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, , private school referrals, vocational schools, community colleges.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	
A Little Difficult		X
Not Difficult		

Job Market for: **Data Processing Equipment Repairers**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Data Processing Equipment Repairers work full-time, 41 hours per week, a few work part-time 20 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$6.00 - 10.00	\$7.75
New Hires, With Experience:	\$9.00 - 13.75	\$10.00
After Three Years With the Firm:	\$11.00 - 20.00	\$14.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 550 - - Small
OES Growth Projections: New jobs through 1999: 110
 Separations to 1999: 30
 *Total Openings: 140

New Job Growth Rate: 20%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Many responding employers project employment to grow over the next three years. However, some expect employment to remain stable.

Employer Responses: 16 employers supplied data used in this analysis.

DENTAL ASSISTANTS

OES 660020

Dental Assistants assist the dentist at the chair by preparing patients and equipment, keeping records and performing related duties as required. Note: members of this occupation may be voluntarily licensed to permit performance of more complex procedures.

Alternate Job Titles: Registered Dental Assistants, Chairside Dental Assistant

Related DOT Codes: 079.361-018

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree). Many have an associate's degree and a few have a high school diploma or equivalent.

Training: Many firms sometimes allow training to substitute for work experience. Employers indicate a preference for vocational school graduates certified as Registered Dental Assistants (RDA) by the state Committee on Dental Auxiliaries. They indicate a preference for applicants with word processing and dental office software application skills. Some employers require applicants to possess a CPR card or Radiation Certificate.

Experience: Most firms usually require related work experience. They tend to hire applicants with 1 - 2 years prior experience as a Dental Assistant.

Skills rated "very important":

- Knowledge of dental materials
- Knowledge of dental procedures
- Record keeping skills
- Meet employer grooming standards
- Public contact skills
- Oral communication skills
- Willingness to work with close supervision
- Ability to read and follow instructions
- Ability to use a computer

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Front Office Worker, Receptionist. Promote to: Dental Hygienist (with education and license), Office Manager.

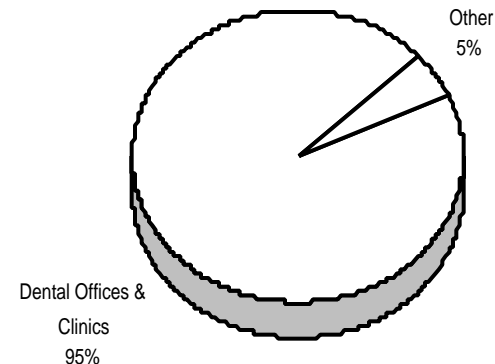
Nontraditional Occupation: No.
96% of workers in survey responses were female.

Turnover: Moderately high, 30% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	76%
Dental Insurance:	85%
Vision Insurance:	24%
Life Insurance:	18%
Paid Vacation:	97%
Paid Sick Leave:	88%
Retirement Plan:	24%
Other employer specified: 401-K, Uniform Allowance	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, public school or program referrals, private school referrals, private employment agencies, ROP, San Diego Dental Society listings.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	
A Little Difficult		X
Not Difficult		

Job Market for: **Dental Assistants**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Many Dental Assistants either work full-time, 38 hours per week, or part-time, 28 hours per week. A few work on a temporary basis, 25 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$6.75 - 11.00	\$9.00
New Hires, With Experience:	\$9.00 - 13.25	\$11.00
After Three Years With the Firm:	\$10.50 -16.50	\$13.75

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,120 - - Medium

OES Growth Projections: New jobs through 1999: 600

Separations to 1999: 420

*Total Openings: 1,020

New Job Growth Rate: 28.3%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. However many employers project employment to grow because of an increase in business.

Employer Responses: 41 employers supplied data used in this analysis.

DRAFTERS

OES 225140

Drafters prepare clear, complete and accurate working plans and detail drawings from rough or detailed sketches or notes for engineering or manufacturing purposes according to specified dimensions. They utilize knowledge of various machines, engineering practices, mathematics, building materials and other physical sciences to complete drawings.

Alternate Job Titles: Draftsperson, Drafter Designer, Marine Drafter, Engineering Drafter, CAD Drafter / Operator

Related DOT Codes: 001.261-010, 003.281-010, 005.281-010, 005.281-014, 017.261-026, 017.261-034

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have an associate's degree and some have college (but not necessarily a degree). A few have a bachelor's degree.

Training: Many firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with Autocad, Adobe Photoshop, Micro Station, Intergraph and CAD modeling software application skills.

Experience: Many firms always require related work experience. They tend to hire applicants with 1 - 3 years experience as a Professional Drafter, Drafter Designer, Architectural Drafter, Marine Drafter or CAD Drafter.

Skills rated "very important":

- Ability to do precision work
- Ability to prepare technical drawings
- Ability to read blueprints
- Organizational skills
- Ability to work under pressure and meet deadlines
- Ability to read schematic drawings
- Ability to read maps
- Ability to interpret legal descriptions
- Oral communication skills
- Ability to work independently
- Willingness to work with close supervision
- Ability to read and follow instructions
- Good spelling
- Professional appearance

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Drafter Apprentice, Drafting Assistant / Aide, Drafting Intern. Promote to: Senior CAD Drafter, Drafting Supervisor, Licensed Architect (with additional education).

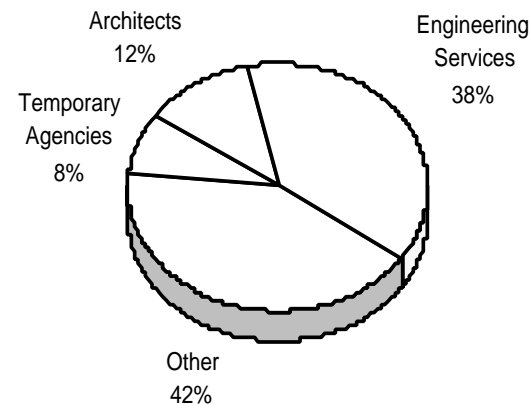
Nontraditional Occupation: No.
34% of workers in survey responses were female.

Turnover: Moderate, 12% in the past 12 months.

Unionization: Yes. 6% of responding firms were unionized.
40% of employees were unionized.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	93%
Dental Insurance:	80%
Vision Insurance:	33%
Life Insurance:	67%
Paid Vacation:	100%
Paid Sick Leave:	93%
Retirement Plan:	40%
Other employer specified: 401-K, Paid Holidays, Child Care	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, in-house promotion or transfer, employee referrals, private employment agencies, college campus recruitment, American Institute of Architects (AIA) office postings.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Drafters**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Drafters work full-time, 41 hours per week, a few work part-time, 21 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$7.25 - 12.00	\$9.00
New Hires, With Experience:	\$8.25 - 16.00	\$12.00
After Three Years With the Firm:	\$11.00 - 19.00	\$14.75

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,870 - - Large

OES Growth Projections: New jobs through 1999: 260

Separations to 1999: 600

*Total Openings: 860

New Job Growth Rate: 9.1%*. Projected growth is about the same when compared to the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Many project employment to grow because of increased company business and the potential of new funding contracts.

Employer Responses: 16 employers supplied data used in this analysis.

DRIVERS / SALES WORKERS

OES 971170

Drivers / Sales Workers drive trucks or other vehicles over established routes to deliver and sell goods, such as food products; to collect and deliver items, such as laundry; or to collect coins and to refill and service vending machines. These workers include newspaper delivery drivers.

Alternate Job Titles: Sales Representative, Route and Sales Delivery Driver

Related DOT Codes: 292.353-010, 292.363-010, 292.463-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: All recent hires have a high school diploma or equivalent.

Training: Many firms usually allow training to substitute for work experience.

Experience: Many firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Delivery or Route Sales Driver.

Skills rated "very important":

- Possession of a clean DMV record
- Possession of valid drivers license (Class A, B, or C)
- Physically fit
- Ability to lift 50 lbs.
- Ability to work independently
- Ability to read invoices
- Loading and unloading skills
- Knowledge of local streets
- Map reading skills
- Customer service skills
- Ability to perform basic math
- Ability to read and follow instructions
- Oral communication skills

OCCUPATIONAL CHARACTERISTICS

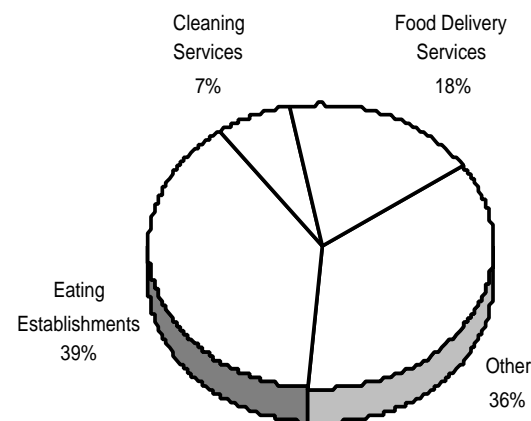
Career Ladders: Promote from: Sales Route Helper.
Promote to: Sales Route Supervisor, Management.

Nontraditional Occupation: Yes.
13% of workers in survey responses were female.

Turnover: High, 33% in the past 12 months.

Unionization: Yes. 13% of responding firms were unionized. 6% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	79%
Dental Insurance:	43%
Vision Insurance:	36%
Life Insurance:	36%
Paid Vacation:	79%
Paid Sick Leave:	79%
Retirement Plan:	14%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Drivers / Sales Workers**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Drivers / Sales Workers work full-time, 40 hours per week. A few work part-time 25 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.75 - 12.00	\$7.50
New Hires, With Experience:	\$6.25 - 13.00	\$8.00
After Three Years With the Firm:	\$7.50 - 15.00	\$9.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,580 - - Medium

OES Growth Projections: New jobs through 1999: 360

Separations to 1999: 500

*Total Openings: 860

New Job Growth Rate: 14%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of an increase in economic activity.

Employer Responses: 15 employers supplied data used in this analysis.

ELECTRICIANS

OES 872020

Electricians install, maintain and repair wiring, electrical equipment and fixtures. They ensure that work is in accordance with relevant codes. They may read blueprints. Includes Protective Signal Installers and Repairers, and Street Light Servicers.

Alternate Job Titles: Apprentice Electrician, Journeyman Electrician, Utility Technician I, II,

Related DOT Codes: 824.261-010, 824.681-010, 825.381-014, 825.381-030, 829.261-018

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree). Many have a high school diploma or equivalent.

Training: Many firms sometimes allow training to substitute for work experience. Some employers indicate a preference for applicants graduating from vocational / trade schools or working in state certified apprenticeships.

Experience: Most firms always require related work experience. They tend to hire applicants with 2 - 5 years experience as a Electrician Apprentice, Journeyman Electrician, Commercial Electrician, Industrial Electrician or Construction Electrician.

Skills rated "very important":

- Possession of mechanical aptitude
- Knowledge of electrical equipment installation
- Ability to read blueprints
- Shop math skills
- Ability to climb ladders
- Ability to stand for long periods of time
- Good color perception
- Knowledge of safety procedures
- Punctuality
- Ability to provide own hand tools
- Knowledge of fiber optic and computer cable installation
- Knowledge of building codes
- Oral communication skills
- Ability to read and follow instructions
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Electrician Helper, Electrician Apprentice. Promote to: Electrician Supervisor, Foreman, Superintendent, Project Manager.

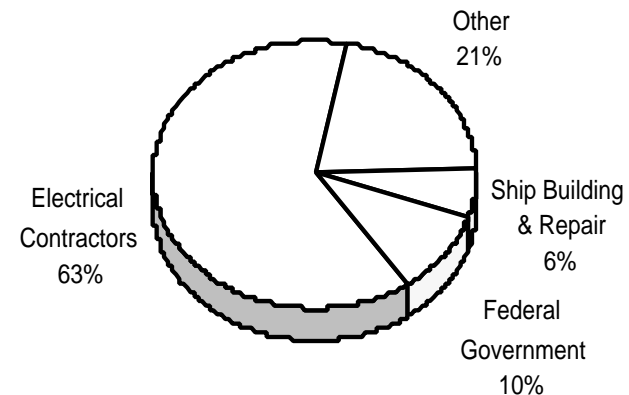
Nontraditional Occupation: Yes.
4% of workers in survey responses were female.

Turnover: Moderate, 13% in the past 12 months.

Unionization: Yes. 28% of responding firms were unionized.
59% of employees were unionized.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	62%
Vision Insurance:	38%
Life Insurance:	38%
Paid Vacation:	31%
Paid Sick Leave:	15%
Retirement Plan:	46%
Other employer specified: 401-K Plan, Health and Welfare Training	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or referral, union hall referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	
A Little Difficult		X
Not Difficult		

Job Market for: **Electricians**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Electricians work full-time, 40 hours per week, a few work part-time, 25 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience: Union:	\$6.00 -16.00 \$7.25 - 22.75	\$8.00 \$10.00
New Hires, With Experience: Union:	\$10.00 -18.00 \$10.75 -23.50	\$13.00 \$15.00
After Three Years With the Firm: Union:	\$13.00 -28.75 \$14.25 -26.00	\$18.00 \$21.75

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 3,540 - - Large

OES Growth Projections: New jobs through 1999: 210

Separations to 1999: 470

*Total Openings: 680

New Job Growth Rate: 5.9%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years. Many project employment to remain stable.

Employer Responses: 18 employers supplied data used in this analysis.

FIREFIGHTERS

Firefighters control and extinguish fires, protect life and property and maintain equipment as paid volunteers or employees of city, township, State or Federal government.

Alternate Job Titles: None

Related DOT Codes: 373.364 010

OES 630080

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree). A few have a high school diploma or equivalent.

Training: Many firms usually allow training to substitute for work experience. Employers indicate a preference for applicants graduating from Community College Fire Science Classes or from the Firefighting Academy.

Experience: Most firms never require related work experience. Some employers may look for applicants which have participated in Volunteer or Cadet training programs.

Skills rated "very important":

- Knowledge of firefighting techniques
- Ability to handle crisis situations
- Physical body strength
- Ability to climb ladders
- Ability to use ax, chisel, crowbar or electric saw
- Emergency Medical Technician (EMT) Certification
- Knowledge of safety procedures
- Possess a good DMV driving record
- Ability to read and follow instructions
- Oral communication skills
- Ability to work on a team
- Ability to work independently
- Ability to cook

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Volunteers, Cadets.
Promote to: Firefighter Engineer, Chief Engineer, Captain, Division Chief.

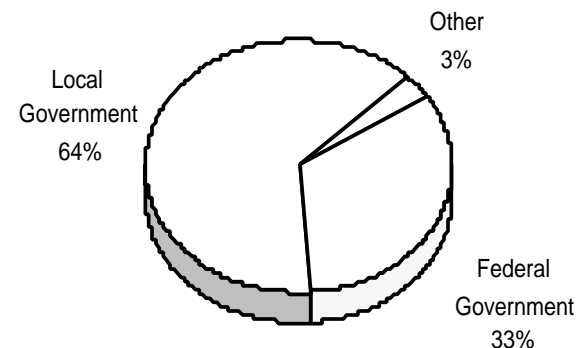
Nontraditional Occupation: Yes.
13% of workers in survey responses were female.

Turnover: Very low, 3% in the past 12 months.

Unionization: Yes. 43% of responding firms were unionized.
75% of employees were unionized.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	86%
Vision Insurance:	50%
Life Insurance:	86%
Paid Vacation:	86%
Paid Sick Leave:	86%
Retirement Plan:	93%
Other employer specified: Cafeteria Plan of Health Services	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

In-house promotion or transfer, newspaper advertisements, public school or program referrals, employee referrals, Fire Academy graduates.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult		
Not Difficult	X	X

Job Market for: **Firefighters**

Experienced applicants: **Very competitive**

Inexperienced applicants: **Very competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Firefighters work full-time, 54 hours per week. They work rotating shifts: 24 hours on duty, then 24 hours off duty, four times, then have four days off. Some work on a temporary or on-call basis, 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience: Union:	\$8.25 - 10.50 \$7.75 - 12.25	\$9.75 \$10.50
New Hires, With Experience: Union:	\$9.00 - 12.00 \$10.75 - 13.25	\$11.00 \$11.25
After Three Years With the Firm: Union:	\$9.25 - 14.25 \$12.25 - 15.50	\$12.50 \$13.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,540 - - Medium

OES Growth Projections: New jobs through 1999: 100

Separations to 1999: 360

*Total Openings: 460

New Job Growth Rate: 6.5%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years.

Employer Responses: 15 employers supplied data used in this analysis.

HEATING, AIR CONDITIONING AND REFRIGERATION MECHANICS AND INSTALLERS OES 859020

Heating, Air Conditioning and Refrigeration Mechanics and Installers install and repair heating, air conditioning and refrigeration systems. Their duties may include installation and repair of oil burners, hot-air furnaces, heating stoves and similar equipment in homes and commercial establishments using hand and pipe threading tools. They may also install and repair cooling and central air conditioning systems. Does not include workers who do only plumbing and pipefitting work.

Alternate Job Titles: Air Conditioning Installers, Refrigeration Mechanic, Heating Technician

Related DOT Codes: 637.261-014, 637.664-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent. Some have college (but not necessarily a degree).

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with one year vocational training at a trade school, ROP or 4 years in an a state certified apprenticeship or journey program. Some firms may require applicants to obtain a state Refrigeration Certificate.

Experience: Many firms always require related work experience. They tend to hire applicants with 2 - 4 years experience a Air Conditioning Mechanic, Sheet Metal Installer, HVAC Installer or Field Service Technician.

Skills rated "very important":

- Possess a mechanical aptitude
- Pipefitting skills
- Sheetmetal working skills
- Ability to do soldering
- Welding skills
- Ability to read blueprints
- Ability to lift 50 lbs
- Basic math skills
- Ability to read and follow instructions
- Ability to work independently
- Possess a valid drivers license
- Electrical skills
- Pass a written test
- Computer skills

OCCUPATIONAL CHARACTERISTICS

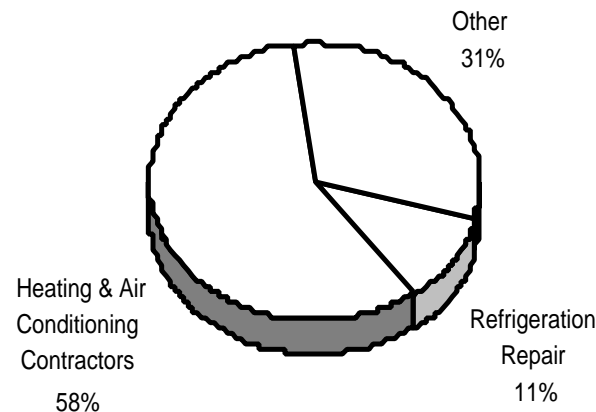
Career Ladders: Promote from: Apprentice Mechanic. Promote to: Leadman, Foreman, Superintendent, Lead Supervisor, Project Manager, Senior Refrigeration Technician.

Nontraditional Occupation: Yes.
None of the workers in survey responses were female.

Turnover: Moderately low, 9% in the past 12 months.

Unionization: Yes. 20% of responding firms were unionized. 51% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	93%
Dental Insurance:	47%
Vision Insurance:	53%
Life Insurance:	40%
Paid Vacation:	73%
Paid Sick Leave:	27%
Retirement Plan:	40%
Other employer specified: 401-K Plan	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer, public school or program referrals, trade school referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Heating and Air Conditioning Mechanics**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Heating and Air Conditioning Mechanics work full-time, 41 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience: Union:	\$6.50 - 18.00 \$7.00 - 16.00	\$9.25 \$11.00
New Hires, With Experience: Union:	\$9.00 - 19.00 \$13.00 - 18.00	\$12.00 \$15.00
After Three Years With the Firm: Union:	\$10.00 - 25.00 \$18.50 - 21.00	\$16.00 \$19.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,220 - - Small
OES Growth Projections: New jobs through 1999: 130
 Separations to 1999: 150
 *Total Openings: 280

New Job Growth Rate: 10.7%*. Projected growth is faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however many project employment to grow.

Employer Responses: 15 employers supplied data used in this analysis.

HOME HEALTH CARE WORKERS

OES 660110

Home Health Care Workers care for elderly, convalescent or handicapped persons in the homes of their patients. They perform duties for patients such as changing bed linen, preparing meals, assisting in and out of bed, bathing, dressing, grooming and assisting with medications that are self-administered. These include Certified Home Health Aides, Certified Nurse Assistants caring for patients in their homes and uncertified Home Health Care Workers. (Note: This occupation may be either certified or uncertified.)

Alternate Job Titles: Certified Home Health Care Aide, Home Attendant, Companion, Personal Caregiver, Home Care Worker

Related DOT Codes: 354.377-014

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent; many have some college (but not necessarily a degree).

Training: Most firms never allow training to substitute for work experience. Some firms look for applicants with training as Certified Home Health Aides, Certified Nurse Assistants, Licensed Vocational Nurses or Registered Nurses. Certification can be obtained through the State of California Department of Health Services.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 year experience as a Hospital Worker, Nurse Aide, Certified Home Health Aide, Personal Caregiver, Certified Nursing Assistant, Companion or Eldercare Nurse.

Skills rated "very important":

- Possession of a CPR Certificate
- Knowledge of patient transferring techniques
- Physical strength to lift patients
- Knowledge of nutrition
- Knowledge of First Aid
- Knowledge of medications
- Willingness to work nights, weekends and holidays
- Regular use of a reliable vehicle
- Pass pre-employment examination
- Pass a drug test
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

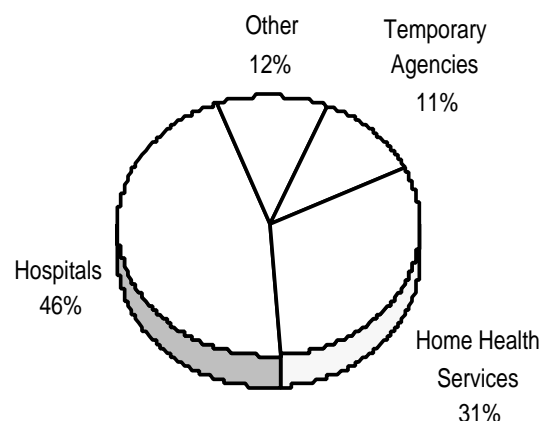
Career Ladders: Promote to: Office Manager, House Manager, Quality Assurance Technician, Certified Nursing Assistant, Licensed Vocational Nurse (with training).

Nontraditional Occupation: No.
85% of workers in survey responses were female.

Turnover: Moderately high, 21% in the past 12 months.

Unionization: Yes. 6% of responding firms were unionized.
2% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	71%
Dental Insurance:	43%
Vision Insurance:	29%
Life Insurance:	29%
Paid Vacation:	43%
Paid Sick Leave:	43%
Retirement Plan:	57%
Other employer specified: Disability Insurance, 125 Plan, Employee Stock Ownership	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or transfer, unsolicited applicants.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Home Health Care Workers**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Many Home Health Care Workers either work on a temporary or on-call basis, 18 hours per week or full-time, 39 hours per week. Some work part-time, 20 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$6.00 - 11.25	\$7.00
New Hires, With Experience:	\$6.75 - 11.25	\$8.00
After Three Years With the Firm:	\$7.25 - 12.50	\$9.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 730 - - Small

OES Growth Projections: New jobs through 1999: 320

Separations to 1999: 70

*Total Openings: 390

New Job Growth Rate: 43.8%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Almost all responding employers project employment to grow over the next three years because of an aging population needing personalized care.

Employer Responses: 18 employers supplied data used in this analysis.

INSURANCE ADJUSTERS, EXAMINERS AND INVESTIGATORS

OES 533020

Insurance Adjusters, Examiners and Investigators investigate, analyze and determine the validity of the amount of the insurance company's liability concerning personal, casualty or property loss or damages and effect a settlement with claimants. They correspond with or interview medical specialists, agents, witnesses or claimants to compile information, calculate benefit payments and approve payment of claims within a certain monetary limit. Does not include Insurance Sales Agents, Insurance Policy Process Clerks and Claims Clerks.

Alternate Job Titles: Claims Technician, Property Claims Adjuster, Claim Representative

Related DOT Codes: 241.217-010, 241.267-018, 241.267-030

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a bachelor's degree. Some have college (but not necessarily a degree). A few have an associate's degree.

Training: Many firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with word processing software application skills. Some firms provide on-the-job training for newly hired applicants having no previous experience. Insurance Adjusters need to be licensed by the State Department of Insurance.

Experience: Many firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Claims Adjustor, Investigator, Claims Handler or Field Investigator.

Skills rated "very important":

- Ability to interview others for information
- Investigative skills
- Ability to write detailed reports
- Negotiation skills
- Customer service skills
- Ability to keep accurate records
- Ability to work under pressure
- Oral communication skills
- Ability to read and follow instructions
- Ability to work independently
- Ability to do accurate work
- Bilingual ability (English / Spanish)

OCCUPATIONAL CHARACTERISTICS

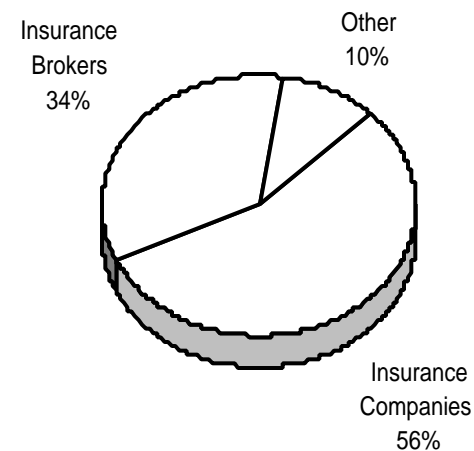
Career Ladders: Promote from: Adjustor / Investigator Trainee. Promote to: Senior Adjustor, Senior Specialist, Field Claims Supervisor.

Nontraditional Occupation: No.
39% of workers in survey responses were female.

Turnover: Moderate, 15% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE **Industry - Percent Employing**



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	75%
Vision Insurance:	42%
Life Insurance:	83%
Paid Vacation:	92%
Paid Sick Leave:	75%
Retirement Plan:	50%
Other employer specified: 401-K Plan, Paid Mileage	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer, private employment agencies, unsolicited applicants.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Insurance Adjusters, Examiners and Investigators**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Insurance Adjusters, Examiners and Investigators work full-time, 40 hours per week. Some work part-time, 21 hours per week.

Hourly Wages *	Range	Median
New Hires, No Experience:	\$10.00 - 21.50	\$14.00
New Hires, With Experience:	\$12.50 - 24.00	\$15.25
After Three Years With the Firm:	\$15.25 - 28.75	\$19.25

* Note: A few firms may pay commissioned based wages that are higher than those listed, especially for experienced workers.

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 960 - - Small
OES Growth Projections: New jobs through 1999: 190
 Separations to 1999: 40
 *Total Openings: 230

New Job Growth Rate: 19.8%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however some project employment to grow.

Employer Responses: 16 employers supplied data used in this analysis.

LICENSED VOCATIONAL NURSES

OES 325050

Licensed Vocational Nurses care for ill, injured, convalescent and handicapped persons in hospitals, clinics, private homes, sanitariums and similar institutions.

Alternate Job Titles: Licensed Vocational Nurses I, II, III, Field Staff Nurses

Related DOT Codes: 079.374-014

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree). Some have an associate's degree.

Training: Most firms sometimes allow training to substitute for work experience. A few firms require applicants to have a CPR card or training in advanced cardiac life support. The State requires all Vocational Nurses to be licensed by the Board of Vocational Nurse and Psychiatric Technician Examiners.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Licensed Vocational Nurse in a psychiatric hospital or in an acute care facility.

Skills rated "very important":

- Ability to give injections
- Physical strength to lift patients
- Knowledge of patient transferring techniques
- Ability to handle crisis situations
- Ability to take vital signs
- Knowledge of asepsis
- Ability to provide personal services to patients
- Ability to administer an IV
- Acute care skills
- Patient observation skills
- Oral communication skills
- Ability to read and follow instructions
- Ability to work independently
- Willingness to work nights, weekends, holidays
- Recordkeeping skills

OCCUPATIONAL CHARACTERISTICS

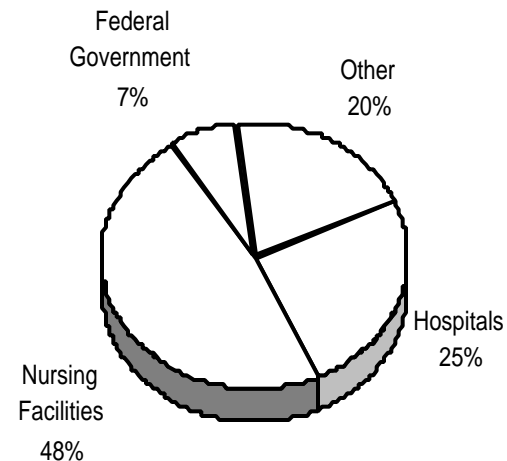
Career Ladders: Promote to: LVN II, III, Lead Supervisor, Floor / Shift Supervisor, Head Nurse (with training).

Nontraditional Occupation: No.
90% of workers in survey responses were female.

Turnover: Moderate, 14% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	93%
Dental Insurance:	93%
Vision Insurance:	86%
Life Insurance:	93%
Paid Vacation:	100%
Paid Sick Leave:	86%
Retirement Plan:	64%
Other employer specified:	401-K

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or transfer, unsolicited applicants, public school or program referrals, employer job lines.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Licensed Vocational Nurses**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Licensed Vocational Nurses work full-time, 40 hours per week. Some work part-time, 20 hours per week or on a temporary or on-call basis, 17 hour per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$9.50 - 12.00	\$10.00
New Hires, With Experience:	\$11.00 - 14.00	\$12.00
After Three Years With the Firm:	\$13.00 - 16.00	\$14.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 4,230 - - Large

OES Growth Projections: New jobs through 1999: 650

Separations to 1999: 450

*Total Openings: 1,100

New Job Growth Rate: 15.4%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow because of an increase in business and restaffing.

Employer Responses: 15 employers supplied data used in this analysis.

LOAN OFFICERS AND COUNSELORS

OES 211080

Loan Officers and Counselors evaluate, authorize or recommend approval of commercial or real estate loans and credit loans or advise borrowers on financial status and methods of payments. This includes such occupations as Mortgage Loan Officers or Agents, Collection Analysts and Loan Servicing Officers.

Alternate Job Titles: Consumer / Commercial Lender, Account Executive, Financial Service Representative, Wholesale Loan Coordinator, Loan Processor, Lending Manager

Related DOT Codes: 186.167-078, 186.267-018, 186.267-022, 186.267-026, 186.267-078

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree). Some have a bachelor's degree and a few have an associate's degree.

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, database, and spreadsheet software application skills. A few employers may require a Real Estate License

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 2 years experience in loan management, commercial loans, mortgage banking or credit lending.

Skills rated "very important":

- Ability to interview others for information
- Ability to recommend customer loan application
- Ability to check loan application for accuracy
- Ability to analyze applicant financial status
- Ability to resolve applicant questions
- Ability to work under pressure
- Ability to do mathematical calculations
- Customer service skills
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently
- Willingness to work overtime

OCCUPATIONAL CHARACTERISTICS

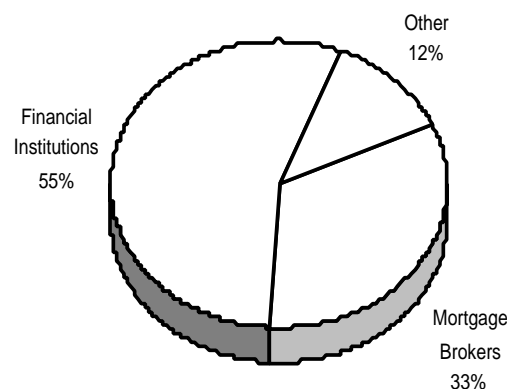
Career Ladders: Promote to: Senior Loan Specialist, Loan Supervisor, Loan Manager, Department Manager, Branch Manager.

Nontraditional Occupation: No.
44% of workers in survey responses were female.

Turnover: Moderately low, 6% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	100%
Vision Insurance:	59%
Life Insurance:	76%
Paid Vacation:	65%
Paid Sick Leave:	76%
Retirement Plan:	53%
Other employer specified: 401-K Plan, 125 Plan	
Child Care, Incentive Bonus Program	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, in-house promotion or transfer, employee referrals, unsolicited applicants.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Loan Officers and Counselors**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Loan Officers and Counselors work full-time, 41 hours per week. Few work part-time 26 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$9.50 - 24.00	\$12.25
New Hires, With Experience:	\$10.50 - 28.75	\$16.00
After Three Years With the Firm:	\$10.50 - 33.50	\$19.25

*Wages may be salaried, commission based or a combination of the two. Commission earnings tend to be higher than those of salaried positions and are determined by individual effort.

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment:	1,650 - - Medium
OES Growth Projections:	New jobs through 1999: 260
	Separations to 1999: 160
	*Total Openings: 420

New Job Growth Rate: 15.8%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years. However, many project employment to remain stable.

Employer Responses: 17 employers supplied data used in this analysis.

MAIDS AND HOUSEKEEPING CLEANERS

OES 670020

Maids and Housekeeping Cleaners perform any combination of tasks to maintain rooms in commercial establishments, such as hotels, restaurants and hospitals, in a clean and orderly condition. Their duties include making beds, replenishing linens, cleaning rooms and halls and arranging furniture.

Alternate Job Titles: Room Attendant, Floor Attendant, Domestic Housekeeper, Environmental Services Worker

Related DOT Codes: 323.687-010, 323.687-014, 323.687-018

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have less than a high school education. Many have a high school diploma or equivalent.

Training: Many firms never allow training to substitute for work experience. Employers often provide on-the-job training for entry level applicants. A few may require a First Aid Certificate if working at a hospital.

Experience: Many firms never require related work experience. They tend to hire applicants with 6-12 months experience as Housekeepers or Janitors.

Skills rated "very important":

- Ability to operate commercial vacuum cleaners
- Knowledge of cleaning compounds and solutions
- Knowledge of safety procedures
- Ability to stand for long periods of time
- Ability to stoop, bend, reach, and climb stairs
- Ability to deal with angry lodgers or patients
- Ability to communicate in English
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently
- Self motivation
- Interpersonal skills
- Willingness to learn

OCCUPATIONAL CHARACTERISTICS

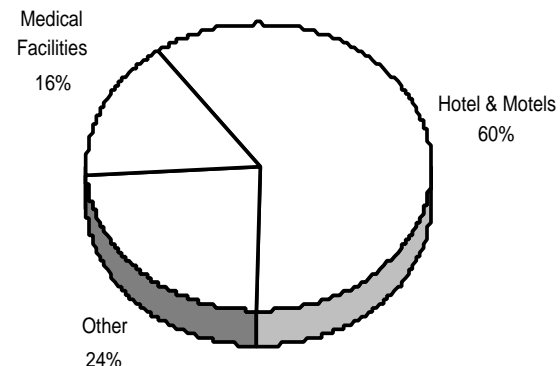
Career Ladders: Promote to: Senior Housekeeper, Shift Supervisor, Coordinator, Front Desk, Reservations Office.

Nontraditional Occupation: No.
87% of workers in survey responses were female.

Turnover: Moderate, 20% in the past 12 months.

Unionization: Yes. 18% of responding firms were unionized.
19% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	93%
Dental Insurance:	86%
Vision Insurance:	43%
Life Insurance:	64%
Paid Vacation:	93%
Paid Sick Leave:	93%
Retirement Plan:	64%
Other employer specified: 401-K, Workers Compensation	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, in-house promotion or transfer, employee referrals, private employment agencies, unsolicited applicants.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Maids and Housekeeping Cleaners**
 Experienced applicants: **Competitive**
 Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Maids and Housekeeping Cleaners work part-time, 27 hours per week. Many work full-time 39 hours per week.

Hourly Wages *	Range	Median
New Hires, No Experience: Union:	\$4.25 - 7.00 \$4.75 - 9.50	\$5.75 \$5.00
New Hires, With Experience: Union:	\$4.75 - 7.75 \$5.25 - 10.00	\$6.25 \$5.75
After Three Years With the Firm: Union:	\$5.50 - 9.00 \$6.50 - 10.75	\$7.00 \$6.75

*Note: The minimum wage was raised to \$4.75 on 10-1-96 by federal legislation and is not reflected in wage data collected for this occupation.

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 7,220 - - Very large
OES Growth Projections: New jobs through 1999: 260
 Separations to 1999: 710
 *Total Openings: 970

New Job Growth Rate: 3.6%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Many project employment to grow because of hiring during the summer season.

Employer Responses: 17 employers supplied data used in this analysis.

MANAGER, PERSONNEL

sub-part of OES 130050

Manager, Personnel, plan and implement policies relating to all phases of personnel activity. Recruits, interviews, selects employees to fill vacant positions. Plans and conducts employee orientation. Keeps record of insurance coverage, pension plan and personnel transactions. Conducts or may supervise: investigation of accidents and report preparations for insurance carrier; wage surveys, budget preparation of personnel operations. Writes separation notices and conducts exit interviews to determine reasons. Prepares reports and recommendations to reduce absenteeism and turnover. Represents company at personnel-related hearings and investigations. May: contract out to provide employee services; supervise clerical workers; administer pre-employment tests; keep records of employee characteristics for reporting purposes; negotiate collective bargaining agreement; or meet with shop stewards/supervisors to resolve grievances.

Alternate Job Titles: Personnel Director, Director of Classified Personnel, Director of Human Resources, Human Resources Supervisor

Related DOT Codes: 166.117-018, 166.167-018, 166.167-030

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: All recent hires have a bachelor's degree.

Training: Most firms never allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, spreadsheet and database software application skills.

Experience: Many firms usually require related work experience. They tend to hire applicants with 18 months to 5 years experience as a Personnel Manager or Human Resources Director

Skills rated "very important":

- Ability to interview others for information
- Ability to resolve employee grievances
- Report writing skills
- Ability to supervise clerical staff
- Ability to give oral presentations
- Ability to prepare a budget
- Customer service skills
- Ability to keep accurate records
- Ability to work under pressure
- Ability to manage employee performance evaluation process
- Oral communication skills
- Ability to read and follow instructions

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Assistant Human Resources Manager. Promote to Department Manager.

Nontraditional Occupation: No.
74% of workers in survey responses were female.

Turnover: Moderately high, 26% in the past 12 months.

Unionization: Yes. 20% of responding firms were unionized.
62% of employees were unionized.

WHERE THE JOBS ARE

Industry -

Personnel Managers are found in all industry groups.

FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	93%
Vision Insurance:	80%
Life Insurance:	73%
Paid Vacation:	93%
Paid Sick Leave:	87%
Retirement Plan:	53%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, private employment agencies, in-house promotion or transfer, employee referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		X
A Little Difficult	X	
Not Difficult		

Job Market for: **Personnel Manager**

Experienced applicants: **Competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: All Personnel Managers work full-time, 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience: Union:	\$8.50 - 24.00 \$9.50 - 24.00	\$13.50 \$14.50
New Hires, With Experience: Union:	\$12.00 - 26.25 \$12.00 - 26.25	\$16.75 \$16.75
After Three Years With the Firm: Union:	\$15.25 - 38.25 \$14.50 - 30.75	\$20.50 \$22.50

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,880 - - Medium

OES Growth Projections: New jobs through 1999: 120

Separations to 1999: 350

*Total Openings: 470

Openings for Personnel Managers are included in the general classification of Personnel, Training and Labor Relations Managers.

New Job Growth Rate: 6.4%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow.

Employer Responses: 15 employers supplied data used in this analysis.

MEDICAL AND CLINICAL LABORATORY TECHNOLOGISTS

OES 329020

Medical and Clinical Laboratory Technologists perform a wide range of complex procedures in the general areas of the clinical laboratory or perform specialized procedures in such areas as cytology, histology and microbiology. Their duties may include supervising and coordinating activities of workers engaged in laboratory testing. This includes workers who teach medical technology when teaching is not their primary activity.

Alternate Job Titles: Medical / Clinical Laboratory Scientist, General Laboratory Technologist, Histology Technologist

Related DOT Codes: 078.261-038

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a bachelor's degree. Some have some college (but not necessarily a degree). A few have an associate's degree.

Training: Most firms sometimes allow training to substitute for work experience. Employers will accept applicants completing a one year Laboratory Internship and have a preference for those having word processing and database software application skills. Applicants need to be licensed by the state Department of Health Services.

Experience: Many firms usually require related work experience. They tend to hire applicants with 1 - 2 years experience in as a Medical or Clinical Laboratory Technologist or a Licensed Laboratory Technologist.

Skills rated "very important":

- Ability to use precision laboratory equipment
- Ability to pay attention to detail
- Ability to work under pressure
- Knowledge of laboratory procedures
- Ability to follow oral instructions
- Knowledge of medical terminology
- Knowledge of general medical procedures
- Knowledge of laboratory safety procedures
- Manual dexterity
- Good vision
- Willingness to work nights, weekends and overtime
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently
- Ability to write legibly

OCCUPATIONAL CHARACTERISTICS

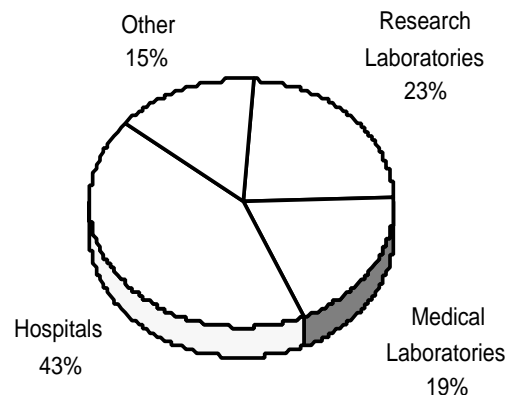
Career Ladders: Promote from: Laboratory Intern, Laboratory Technician. Promote to: Senior Technologist, Lab Supervisor, Shift Supervisor, Research Associate, Lab Manager, Continuing Education Coordinator.

Nontraditional Occupation: No.
75% of workers in survey responses were female.

Turnover: Moderately low, 8% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>	<u>Part-Time</u>
Medical Insurance:	100%	39%
Dental Insurance:	94%	33%
Vision Insurance:	89%	28%
Life Insurance:	94%	39%
Paid Vacation:	100%	28%
Paid Sick Leave:	94%	28%
Retirement Plan:	83%	28%
Other employer specified: Child care		

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, unsolicited applicants, in-house promotion or transfer, college recruitment.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		X
A Little Difficult	X	
Not Difficult		

Job Market for: **Medical and Clinical Laboratory Technologists**

Experienced applicants: **Competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Medical and Clinical Laboratory Technologists work full-time, 40 hours per week. Some work part-time 24 hours per week and a few work on a temporary or on-call basis 23 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$9.00 - 15.00	\$13.00
New Hires, With Experience:	\$10.00 - 18.25	\$15.25
After Three Years With the Firm:	\$12.00 - 22.00	\$18.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,410 - - Medium

OES Growth Projections: New jobs through 1999: 370

Separations to 1999: 270

*Total Openings: 640

New Job Growth Rate: 15.4%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Many responding employers project employment to decline over the next three years because of cross training in labs, consolidation of functions, company mergers and budget cuts. Some project employment to remain stable.

Employer Responses: 18 employers supplied data used in this analysis.

PHYSICAL THERAPY AIDES

OES 660172

Physical Therapy Aides prepare patients and treatment area for physical therapy treatments and assist Physical Therapists with treatments such as gait training, hydrotherapy and exercise programs. They transport patients to and from treatment area and assemble and maintain equipment and supplies. They may perform routine clerical and related tasks. They work under continuous on-site supervision of a licensed/registered Physical Therapist.

Alternate Job Titles: Rehabilitation Assistant

Related DOT Codes: 355.354-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent. Some have college (but not necessarily a degree).

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with training as a Medical Assistant or Certification as a Physical Therapy Aide or Massage Therapist. They also look for applicants with word processing skills.

Experience: Many firms sometimes require related work experience. They tend to hire applicants with 6 - 12 months experience as a Physical Therapy Aide, Registered Nurse Assistant, Chiropractic Assistant or Athletic Trainer.

Skills rated "very important":

- Knowledge of orthopedic care
- Knowledge of sports medicine
- Ability to apply patient transferring techniques
- Ability to detect complications in patients
- Ability to work under pressure
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently and under close supervision
- Ability to write legibly
- Ability to work on a team
- Flexibility
- Knowledge of insurance billing
- Customer service skills

OCCUPATIONAL CHARACTERISTICS

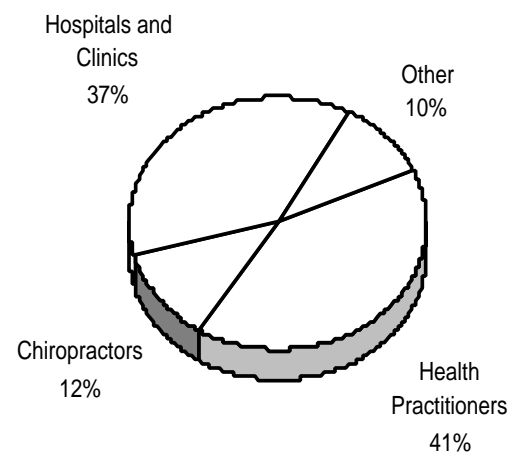
Career Ladders: Promote from: Receptionist, Volunteer Aide. Promote to: Office Assistant, Physical Therapy Assisnant (with training).

Nontraditional Occupation: No.
77% of workers in survey responses were female.

Turnover: Moderately high, 23% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	57%
Vision Insurance:	43%
Life Insurance:	57%
Paid Vacation:	100%
Paid Sick Leave:	86%
Retirement Plan:	29%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, unsolicited applicants, in-house promotion or transfer, volunteers.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Physical Therapy Aides**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Many Physical Therapy Aides work either full-time, 40 hours per week or part-time, 20 hours per week. Some work Temporary / On-call 24 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.00 - 8.00	\$6.50
New Hires, With Experience:	\$6.50 - 10.00	\$7.00
After Three Years With the Firm:	\$8.00 - 12.00	\$8.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 700 - - Small

OES Growth Projections: New jobs through 1999: 250

Separations to 1999: 50

*Total Openings: 300

The employment and growth projections for Physical Therapy Aides and Physical Therapy Assistants are combined.

New Job Growth Rate: 35.7%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow.

Employer Responses: 10 employers supplied data used in this analysis.

PHYSICAL THERAPY ASSISTANTS

OES 660171

Physical Therapy Assistants administer and assist with physical therapy treatments as planned and directed by a Physical Therapist. They administer treatments such as exercise, gait training, massage, whirlpool and hot packs. They instruct, motivate and assist patients with learning and improving functional activities. They may record patient treatments and maintain patient records. This occupation requires certification.

Alternate Job Titles: Physical Therapist Assistant

Related DOT Codes: 076.224-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have an associate's degree. Some have a bachelor's degree.

Training: Many firms usually allow training to substitute for work experience. Employers indicate a preference for applicants with training as a Physical Therapy Assistant and with certification by the state Physical Therapy Examining Committee. They also look for applicants with word processing skills.

Experience: Many firms always require related work experience. They tend to hire applicants with 8 months to 2 years experience as a Physical Therapy Assistant.

Skills rated "very important":

- Knowledge of orthopedic care
- Knowledge of anatomy and neurology
- Ability to apply patient transferring techniques
- Ability to detect complications in patients
- Ability to maintain progress notes and treatment summaries
- Ability to work under pressure
- Ability to read and follow instructions
- Oral communication skills
- Ability to work independently and on a team
- Ability to write legibly
- Problem solving skills
- Public contact skills
- Ability to perform clerical functions

OCCUPATIONAL CHARACTERISTICS

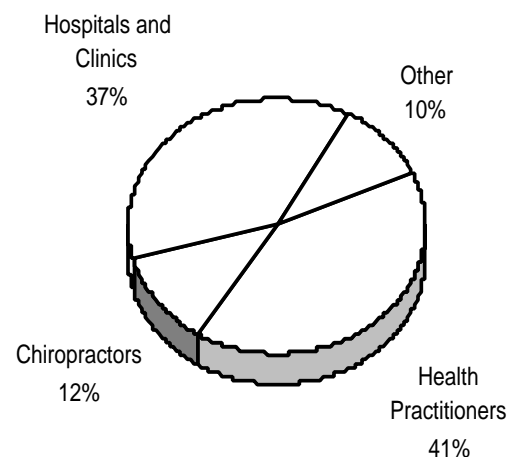
Career Ladders: Promote from: Physical Therapy Aide (with training)

Nontraditional Occupation: No.
61% of workers in survey responses were female.

Turnover: Moderate, 12% in the past 12 months.

Unionization: Yes. 13% of responding firms were unionized.
5% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	91%
Dental Insurance:	55%
Vision Insurance:	45%
Life Insurance:	45%
Paid Vacation:	100%
Paid Sick Leave:	91%
Retirement Plan:	27%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, unsolicited applicants.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Physical Therapy Assistants**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Physical Therapy Assistants work full-time, 40 hours per week. Some work part-time, 22 hours per week or on a temporary or on-call basis, 22 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$8.00 - 17.00	\$10.00
New Hires, With Experience:	\$10.00 -20.00	\$12.00
After Three Years With the Firm:	\$11.00 - 22.00	\$15.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 700 - - Small
OES Growth Projections: New jobs through 1999: 250
Separations to 1999: 50
 *Total Openings: 300

The employment and growth projections for Physical Therapy Aides and Physical Therapy Assistants are combined.

New Job Growth Rate: 35.7%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow.

Employer Responses: 15 employers supplied data used in this analysis.

POSTAL MAIL CARRIERS

OES 573050

Postal Mail Carriers sort mail for delivery and deliver mail on established routes on foot or by vehicle. This classification does not include Postal Service Clerks.

Alternate Job Titles: City Letter Carrier

Related DOT Codes: 209.687-014, 230.363-010, 230.367-010, 243.367-014

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have some college (but not necessarily a degree).

Training: The U.S. Postal Service always allows training to substitute for work experience and provides training for all new hires.

Experience: The U.S. Postal Service never requires previous work experience.

Skills rated "very important":

- Pass civil service exam
- Pass pre-employment screening physical and pass drug test
- Ability to carry a satchel weighing up to 30 lbs. on shoulder
- Ability to stand for long periods of time
- Ability to walk long distances on a daily basis
- Ability to work in weather extremes
- Willingness to work weekends
- Ability to work overtime as needed
- Ability to read rapidly and accurately
- Awareness of potential hazards on delivery routes
- No fear of dogs
- Possession of a valid drivers license
- Ability to drive a light delivery truck
- Customer service skills

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote to: Postal Service Clerks

Nontraditional Occupation: Yes.
25% of workers in survey responses were female.

Turnover: Not available

Unionization: Yes. All Postal Mail Carriers are unionized

WHERE THE JOBS ARE

Industry - Percent Employing

United States Postal Service

FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	--
Vision Insurance:	--
Life Insurance:	100%
Paid Vacation:	100%
Paid Sick Leave:	100%
Retirement Plan:	100%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, in-house promotion or transfer, Employment Development Department.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		X
A Little Difficult	X	
Not Difficult		

Job Market for: **Postal Mail Carriers**

Experienced applicants: **Competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Postal Mail Carriers work full-time, 40 hours per week. Some work on a temporary, seasonal or on-call basis, 40 hours per week or part-time 25 hours per week.

Hourly Wages		Median
New Hires, No Experience: Union:		\$12.75
New Hires, With Experience: Union:		\$13.50
After Three Years With the Firm: Union:		\$14.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,440 -- Medium

OES Growth Projections: New jobs through 1999: 220

Separations to 1999: 350

*Total Openings: 570

New Job Growth Rate: 9%*. Projected growth is about the same as the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : The local United States Postal Service projects that employment will decline over the next three years because of new automation procedures coming on-line.

Employer Responses: 1 employer supplied data used in this analysis.

RECEPTIONISTS AND INFORMATION CLERKS

OES 553050

Receptionists and Information Clerks answer inquiries and obtain information for the general public (customers, visitors and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store or services within the hotel. They may perform a variety of other clerical duties. Does not include Receptionists who primarily operate switchboards.

Alternate Job Titles: Customer Service Representative

Related DOT Codes: 237.367-038, 237.367-022

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent; many have some college (but not necessarily a degree).

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, data entry and spreadsheet software application skills.

Experience: Many firms always require related work experience. They tend to hire applicants with 6 - 12 months experience as a Receptionist, Typist, Switchboard Operator, Secretary or Customer Service Representative.

Skills rated "very important":

- Telephone answering skills
- Oral communication skills
- Ability to use multi-line command system
- Ability to work under pressure
- Professional appearance
- Ability to sit for long periods of time
- Ability to work independently
- Ability to handle crisis situations
- Ability to read and follow instructions
- Customer service skills
- Punctuality
- Problem solving skills
- Knowledge of E-mail systems
- Knowledge of Internet on-line skills

OCCUPATIONAL CHARACTERISTICS

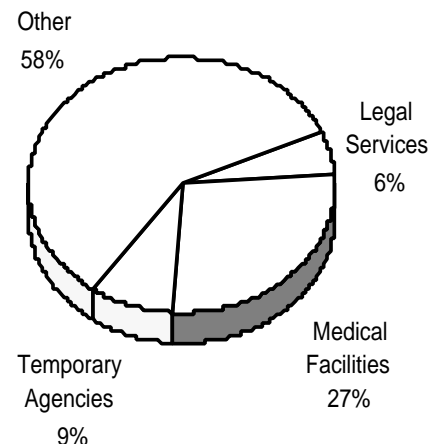
Career Ladders: Promote to: Junior Secretary, Word Processor, Administrative Assistant, Office Manager.

Nontraditional Occupation: No.
92% of workers in survey responses were female.

Turnover: Moderately low, 6% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	80%
Dental Insurance:	53%
Vision Insurance:	40%
Life Insurance:	13%
Paid Vacation:	93%
Paid Sick Leave:	40%
Retirement Plan:	20%
Other employer specified: Disability Insurance, Cafeteria Plan, Company Stock Options, Child Care.	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, private employment agencies, Employment Development Department.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Receptionists and Information Clerks**
Experienced applicants: **Competitive**
Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Receptionists and Information Clerks work either full-time 40 hours per week or on a temporary or on-call basis, 37 hours per week. A few work part-time, 23 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.50 - 9.00	\$6.50
New Hires, With Experience:	\$6.50 -10.50	\$7.50
After Three Years With the Firm:	\$8.00 - 12.00	\$9.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 10,610 - - Very Large
OES Growth Projections: New jobs through 1999: 1,540
Separations to 1999: 1,340
 *Total Openings: 2,880

New Job Growth Rate: 14.5%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow.

Employer Responses: 15 employers supplied data used in this analysis.

TRAFFIC, SHIPPING AND RECEIVING CLERKS

OES 580280

Traffic, Shipping and Receiving Clerks verify and keep records on incoming and outgoing shipments and prepare items for shipment. Duties include assembling, addressing, stamping and shipping merchandise or material; receiving, unpacking, verifying and recording incoming merchandise or material; and arranging for the transportation of products. Does not include Stock Clerks and workers whose primary duties involve weighing and checking.

Alternate Job Titles: Warehouseman, Checker, Expediter, Inventory Control Clerk, Manufacturing Operations Coordinator

Related DOT Codes: 219.367-030, 222.387-050, 222.387-074, 222.687-030

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Almost all recent hires have a high school diploma or equivalent.

Training: Many firms never allow training to substitute for work experience. Some employers provide on-the-training for new hires and may require certification for operation of a forklift. Employers indicate a preference for applicants with basic computer skills including data entry, inventory control, database and tracking system software application skills.

Experience: Many firms usually require related work experience. They tend to hire applicants with 6 -12 months experience working as a Shipping and Receiving Clerk, Warehouseman, Materials Handler or Forklift Operator.

Skills rated "very important":

- Ability to lift at least 50 lbs.
- Ability to use hand trucks and pallet jacks
- Ability to stand for long periods of time
- Knowledge of packing slips, and invoicing
- Knowledge of packaging materials
- Ability to read and follow instructions
- Ability to work independently
- Good DMV driving record
- Punctuality
- Reliability
- Good work habits
- Oral communication skills

OCCUPATIONAL CHARACTERISTICS

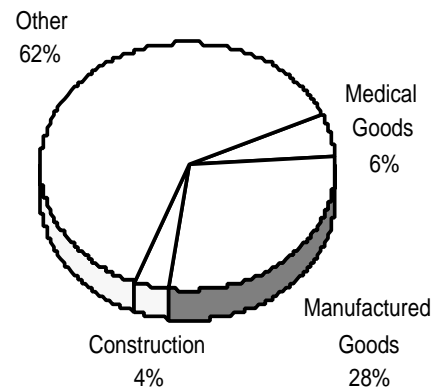
Career Ladders: Promote from: General Laborer, Shipping Clerk Helper. Promote to: Inventory Inspector, Shipping and Receiving Manager, Warehouse Manager, Purchasing Clerk, Foreman, Forklift Operator, Sales Clerk.

Nontraditional Occupation: Yes.
11% of workers in survey responses were female.

Turnover: Moderate, 15% in the past 12 months.

Unionization: Yes. 6% of responding firms were unionized.
4% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	93%
Vision Insurance:	47%
Life Insurance:	53%
Paid Vacation:	93%
Paid Sick Leave:	60%
Retirement Plan:	27%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

In-house promotion or transfer, newspaper advertisements, employee referrals, Employment Development Department, private employment agencies, Career Center Network.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult		X
Not Difficult	X	

Job Market for: **Traffic, Shipping and Receiving Clerks**

Experienced applicants: **Very competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Shipping and Receiving Clerks work either full-time or on a temporary or on-call basis, 40 hours per week. A few work part-time 22 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$5.00 - 8.50	\$7.00
New Hires, With Experience:	\$6.50 - 10.00	\$7.75
After Three Years With the Firm:	\$8.00 - 12.00	\$9.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 5,190 - - Large

OES Growth Projections: New jobs through 1999: 620

Separations to 1999: 460

*Total Openings: 1,080

New Job Growth Rate: 11.9%*. Projected growth is faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Many project employment to grow.

Employer Responses: 16 employers supplied data used in this analysis.

WHOLESALE AND RETAIL BUYERS (Except Farm Products)

OES 213020

Wholesale and Retail Buyers buy merchandise or commodities (other than farm products) for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. They analyze past buying trends, sales records and the price and quality of merchandise to determine value and yield. Buyers select, order and authorize payment of merchandise according to contractual agreements. They may conduct meetings with sales personnel and introduce new products. This includes Assistant Buyers.

Alternate Job Titles: Wholesale Buyer, Sales Analyst, Re-order Buyer, Grocery Manager

Related DOT Codes: 162.157-018, 162.157-022

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Many recent hires have a bachelor's degree and most have a high school diploma or equivalent.

Training: Many firms usually allow training to substitute for work experience. Most Wholesale Buyers learn their purchasing skills by working 1 to 4 years from within the company and being promoted to a buyer position. Employers indicate a preference for applicants with database, spreadsheet software application skills.

Experience: Many firms always require related work experience. They tend to hire applicants with 6 - 24 months experience working as a Buyer, Purchasing Agent or Merchandiser, or as an Assistant Buyer for 1 year.

Skills rated "very important":

- Ability to analyze sales trends
- Knowledge of inventory techniques
- Knowledge of supply and demand for products
- Ability to do business math
- Willingness to work long hours
- Customer service skills
- Ability to work under pressure
- Ability to supervise staff
- Oral communication skills
- Telephone presentation skills
- Ability to work independently

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Assistant Buyer.
Promote to: Senior Buyer, V.P. Merchandising.

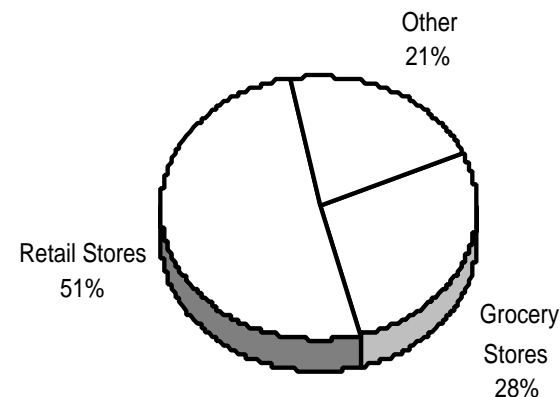
Nontraditional Occupation: No.
32% of workers in survey responses were female.

Turnover: Moderate, 14% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	100%
Vision Insurance:	71%
Life Insurance:	65%
Paid Vacation:	82%
Paid Sick Leave:	76%
Retirement Plan:	29%
Other employer specific: 401-K Plan	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

In-house promotion or transfer, newspaper advertisements, employee referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Wholesale and Retail Buyers**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: All Wholesale and Retail Buyers work full-time, 42 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$7.00 - 17.25	\$9.00
New Hires, With Experience:	\$8.00 - 19.25	\$12.00
After Three Years With the Firm:	\$10.00 - 21.50	\$14.50

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 1,400 - - Small

OES Growth Projections: New jobs through 1999: 110

Separations to 1999: 280

*Total Openings: 390

New Job Growth Rate: 7.9%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Many project employment to grow.

Employer Responses: 17 employers supplied data used in this analysis.

CHEMICAL ENGINEERS

OES 221140

Chemical Engineers apply the principles and technology of chemistry, physics and engineering to design chemical plant equipment and device processes for manufacturing chemicals and products such as gasoline, synthetic rubber, plastics, detergents, paper and pulp. Chemical Engineers may specialize in areas such as food, pharmaceutical products, heat transfer and energy conversion, petrochemicals and consumer products. Others may specialize in one particular aspect of chemical production such as oxidation, evaporation, or polymerization (the process of binding single molecules together).

Alternate Job Titles: None

Related DOT Codes: 008.061-014, 008.061-018, 008.061-022

Please Note: Research for this occupation did not generate sufficient information to develop a complete profile. Most of the following is derived from the California Occupational Guides. However our research reveals: the University of California, San Diego offers a Chemical Engineering program. Many graduates find employment outside the San Diego region (many in Los Angeles and Orange counties); locally, some are employed by engineering firms and regulatory agencies.

EDUCATION, TRAINING AND SKILLS

Education: A bachelor's degree in chemical engineering is most often required for entry level jobs. Advanced training and graduate study degrees are required for jobs in research and development. Many Chemical Engineers continue their education by attending classes at colleges and universities, as well as special programs and seminars.

Training: Those considering a career in Chemical Engineering should take as many courses as possible in mathematics and science, including trigonometry, calculus, chemistry, physics and computer science. Chemical Engineers who work as consultants must pass an examination administered by the Department of Consumer Affairs and be registered by the State of California.

Skills:

Oral presentation skills; report writing skills
Ability to work as part of a team; problem solving skills,
Be analytical and Innovative; make decisions, pay close attention to detail

Hours: Most Chemical Engineers work 40 hours per week with some occasional overtime.

Wages: Average starting salary is \$30,000 a year. With three years experience, \$38,000 to \$46,000. The range for those with advanced degrees and a great deal of experience is \$50,000 to \$80,000.

Fringe Benefits: paid vacations, sick leave and holidays; retirement benefits; life, health and accident insurance. Some employers may offer stock options or profit sharing plans, or annual bonuses.

Most Frequently Used Recruitment Methods:

College and university recruitment, newspaper advertisements, professional journals, employee referrals.

Career Ladders: Promote from: Junior Assistant Engineer.

Promote to: Supervising Engineer, Chief Engineer, Plant Manager, Project Engineer, Director of Research.

WHERE THE JOBS ARE

Engineering Services
Governmental Agencies,
Industrial Chemicals

FIBER OPTICS TECHNICIANS

(No OES Code - Emerging Occupation)

Fiber Optics Technicians are responsible for the installation of fiber optic cables, making connections and splicing of fiber cables. They may maintain fiber optic systems to the nodes which includes interconnecting and splicing at the nodes and at the head end. They may make connections to the nodes and repair the system.

Alternate Job Titles: Communications Technician, Fiber Splicer, Cable Installer, Termination Technician, Fiber/Data Technician, Cable Tester

Related DOT Codes: 821.281-010, 821.361-010, 822.381-014, 829.361-010, 829.684-018

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Many recent hires have some college (but not necessarily a degree). Some have a high school diploma or equivalent, or an associate's degree.

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with 6 -12 months vocational training as Electronics Technicians or Fiber Splicers and with database software application skills. Some firms provide training to certify workers to install manufacturers cable systems.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 2 years experience as a Fiber Optic Technician, Cable Installer or Cable Splicer.

Skills rated "very important":

- Ability to read blueprints and circuit diagrams
- Ability to test for broken circuits
- Ability to work with small hand tools
- Ability to climb and work in elevated positions
- Troubleshooting skills
- Knowledge of diagnostic equipment
- Ability to do precision work using microscopes
- Good color vision
- Knowledge of data networks (LAN , WAN)
- Knowledge of Electrical theory (Ohm's Law)
- Oral communication skills
- Ability to work on a team

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote from: Cable Splicer Apprentice, Trainee Technician. Promote to: Fiber Upgrade Coordinator, Senior Installer, Chief Field Technician.

Nontraditional Occupation: Yes.
10% of workers in survey responses were female.

Turnover: Moderate, 12% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

- Cable Splicing and Electrical Contractors
- Cable Television Companies
- Telecommunications Equipment Installers
- Telephone Equipment Contractors

FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	82%
Dental Insurance:	73%
Vision Insurance:	27%
Life Insurance:	55%
Paid Vacation:	100%
Paid Sick Leave:	73%
Retirement Plan:	36%
Other employer specified: Paid holidays, Child Care	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Fiber Optics Technicians**
Experienced applicants: **Somewhat competitive**
Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Fiber Optics Technicians work full-time, 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$7.00 - 15.00	\$9.00
New Hires, With Experience:	\$9.00 - 20.00	\$13.00
After Three Years With the Firm:	\$12.00 - 25.00	\$15.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: Not available

OES Growth Projections: Not available

New Job Growth Rate: Not available

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of demand for new and upgrading of fiber optic networks.

Employer Responses: 12 employers supplied data used in this analysis.

FOOD PREPARATION WORKERS

OES 650380

Food Preparation Workers perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment and utensils. They perform simple tasks such as preparing shellfish or slicing meat. They may brew coffee, tea or chocolate or prepare sandwiches. They work in such places as a restaurant kitchen or delicatessen.

Alternate Job Titles: Kitchen Helper, Food Handler, Food Assembler, Line Cook

Related DOT Codes: 313.684-010, 317.687-010, 318.687-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Almost all recent hires have a high school diploma or equivalent. A few have college (but not necessarily a degree).

Training: Many firms usually allow training to substitute for work experience. These employers usually provide on-the-job training lasting from 1 to 3 months or would accept applicants completing food service training courses.

Experience: Many firms never require related work experience. They tend to hire applicants with 4 - 24 months experience as a Food Preparation Worker, Cook, Food Handler or Restaurant Worker.

Skills rated "very important":

- Ability to read and follow instructions
- Ability to work independently
- Ability to follow oral instructions
- Ability to work rapidly
- Ability to work under pressure
- Knowledge of workplace safety
- Ability to stand for long periods of time
- Neat and clean appearance / personal hygiene
- Possession of a health card
- Ability to work on a team
- Organizational skills

OCCUPATIONAL CHARACTERISTICS

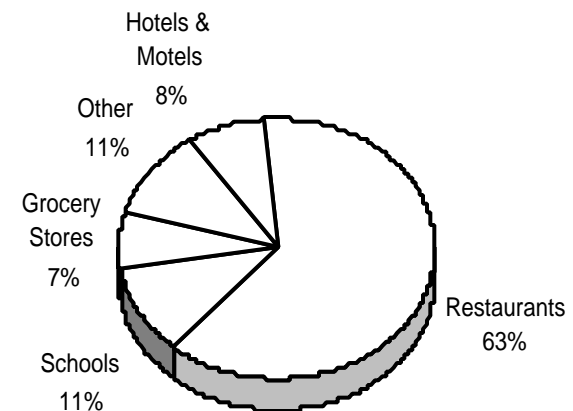
Career Ladders: Promote from: Dishwasher, Busser. Promote to: Fry Cook, Kitchen Supervisor, Preparation Cook, Counter Person, Kitchen Manager.

Nontraditional Occupation: Yes. 18% of workers in survey responses were female.

Turnover: Moderately high, 30% in the past 12 months.

Unionization: Yes. 6% of responding firms were unionized. 24% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	67%
Vision Insurance:	22%
Life Insurance:	67%
Paid Vacation:	56%
Paid Sick Leave:	11%
Retirement Plan:	33%
Other employer specified: Paid holidays, profit sharing	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Food Preparation Workers**

Experienced applicants: **Competitive**

Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Food Preparation Workers work full-time, 40 hours per week. Some work part-time, 24 hours per week.

Hourly Wages *	Range	Median
New Hires, No Experience:	\$4.50 - 8.00	\$5.25
New Hires, With Experience:	\$5.00 - 9.50	\$6.00
After Three Years With the Firm:	\$6.00 - 13.00	\$9.50

*Note: The minimum wage was raised to \$4.75 on 10-1-96 by federal legislation and is not reflected in wage data collected for this occupation.

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 14,670 - - Very Large

OES Growth Projections: New jobs through 1999: 2,690

Separations to 1999: 3,870

*Total Openings: 6,560

New Job Growth Rate: 18.3%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years, however some project employment to grow.

Employer Responses: 16 employers supplied data used in this analysis.

MANAGER, RETAIL STORE

sub part of OES 410020

Manager, Retail Store, manages a retail store which sells a specific line of merchandise, such as groceries, liquor, apparel, jewelry, furniture or related lines of merchandise. They usually plan and prepare work schedules, work assignments (or supervise others to do so), formulate merchandise pricing policy, coordinate sales promotion activities, prepare merchandise displays and advertising copy. They supervise employees in: sales, taking inventory or cash reconciliation activities operations, record keeping and the preparation of a daily record of transactions for accounting purposes. They may interview, hire and train employees, ensure compliance of employees with security, sales and record keeping procedures, order merchandise or prepare requisitions to replenish inventories and may answer customer complaints or inquiries.

Alternate Job Titles: Sales Manager

Related DOT Codes: 185.167-046

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent, some have college (but not necessarily a degree).

Training: Most firms always allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, database and spreadsheet software application skills.

Experience: Most firms always require related work experience. They tend to hire applicants with a minimum of 2 - 3 years experience working in some kind of sales occupation. Some Retail Store Managers gain experience by working in entry level positions and then are promoted to other positions and finally to Retail Store Manager.

Skills rated "very important":

- Supervisory skills
- Ability to plan and organize the work of others
- Ability to train employees
- Knowledge of sales techniques
- Basic math skills
- Willingness to work nights, weekends, holidays
- Willingness work long hours
- Ability to work on a team
- Ability to work under pressure
- Ability to handle customer complaints
- Ability to work on feet all day
- Interpersonal skills

OCCUPATIONAL CHARACTERISTICS

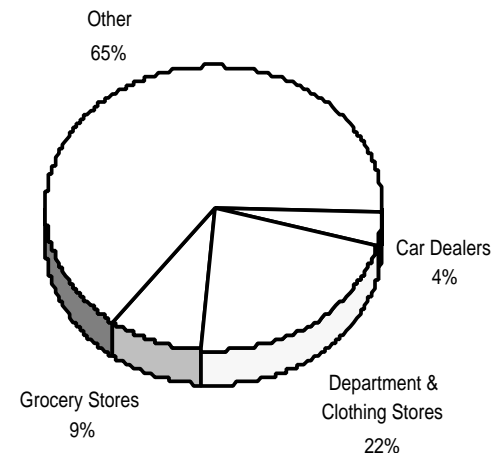
Career Ladders: Promote from: Sales Clerk.
Promote to: Regional Sales Manager, Business Owner.

Nontraditional Occupation: No.
38% of workers in survey responses were female.

Turnover: Moderately high, 25% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	88%
Vision Insurance:	38%
Life Insurance:	75%
Paid Vacation:	100%
Paid Sick Leave:	63%
Retirement Plan:	25%
Other employer specified: 401-K Plan	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

In-house promotion or transfer, newspaper advertisements, employee referrals, job fairs.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult		
A Little Difficult	X	X
Not Difficult		

Job Market for: **Retail Store Manager**
 Experienced applicants: **Competitive**
 Inexperienced applicants: **Competitive**

HOURS AND WAGES:

Average Weekly Hours: All Retail Store Managers work full-time, 44 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$7.00 - 12.25	\$8.50
New Hires, With Experience:	\$8.50 - 12.25	\$10.00
After Three Years With the Firm:	\$10.00 - 14.00	\$12.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 11,080 - - Very Large
OES Growth Projections: New jobs through 1999: 1,740
Separations to 1999: 1,320
 *Total Openings: 3,060

Openings for Retail Store Managers are included in the general classification of First Line Supervisors - sales and related occupations.

New Job Growth Rate: 15.7%*. Projected growth is much faster than the county-wide average of 9.3%*.
 *7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to remain stable over the next three years. Some project employment to grow.

Employer Responses: 8 employers supplied data used in this analysis.

MECHANICAL ENGINEERS

OES 221350

Mechanical Engineers perform a variety of engineering work in the planning and designing of tools, engines, machines and other mechanically functioning equipment; and oversee installation, operation, maintenance and repair of such equipment, including centralized heat, gas, water and steam systems. Does not include Sales Engineers.

Alternate Job Titles: Designer, Senior Engineer, Test Engineer, Consulting Engineer, Principal Engineer

Related DOT Codes: 007.061-014, 007.061-018, 007.061-022

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a bachelor's degree in Mechanical Engineering. A few have completed graduate studies.

Training: Many firms never allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, spreadsheet and Autocad drafting software skills. Mechanical Engineers need to be licensed by the State Board of Registration for Professional Engineers and Professional Land Surveyors.

Experience: Most firms always require related work experience. They tend to hire applicants with 3 - 5 years experience in as a Mechanical or Structural Engineer.

Skills rated "very important":

- Knowledge of engineering principles
- Knowledge of material science and failure analysis
- Ability to research designs of mechanical systems
- Ability to analyze customer design proposals
- Ability to determine feasibility or product application
- Ability to recommend design modifications
- Ability to write technical material
- Ability to work independently
- Ability to work on a team
- Ability to read and follow instructions
- Oral communication skills
- Ability to work under pressure and meet deadlines
- Analytical, detail-oriented, creative

OCCUPATIONAL CHARACTERISTICS

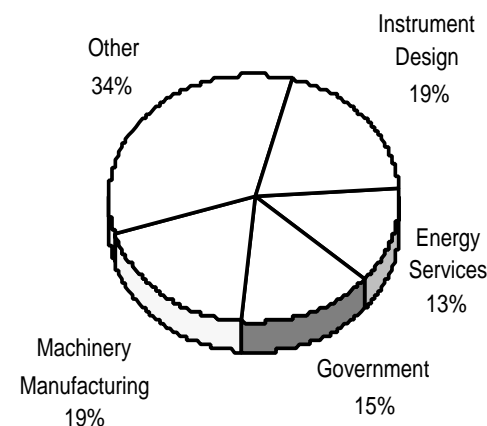
Career Ladders: Promote to: Senior Mechanical Engineer, Lead Engineer, Engineering Supervisor.

Nontraditional Occupation: Yes.
1% of workers in survey responses were female.

Turnover: Very low, 5% in the past 12 months.

Unionization: Yes. 13% of responding firms were unionized.
4% of employees were unionized.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	88%
Vision Insurance:	63%
Life Insurance:	63%
Paid Vacation:	100%
Paid Sick Leave:	100%
Retirement Plan:	38%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, private employment agencies, employee referrals, in-house promotion or transfer.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Mechanical Engineers**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: All Mechanical Engineers work full-time, 40 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$10.00 - 16.00	\$14.50
New Hires, With Experience:	\$14.50 - 19.25	\$16.00
After Three Years With the Firm:	\$19.25 - 24.00	\$21.50

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 2,910 - - Large

OES Growth Projections: New jobs through 1999: 230

Separations to 1999: 430

*Total Openings: 660

New Job Growth Rate: 7.9%*. Projected growth is slower than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years. Many project employment to remain stable.

Employer Responses: 8 employers supplied data used in this analysis.

MULTIMEDIA SPECIALISTS

(No OES Code - Emerging Occupation)

Multimedia Specialists work in one or more of the following phases of multimedia production: planning and storyboards (quick sketches of the different scenes that will happen), scriptwriting, graphics, digital sound recording and mixing, scanning and retouching of photos, making the related scenes interactive using specialized computer software and simple programming language.

Alternate Job Titles: Graphic Designer / Artist, Animator, Audio / Video Engineer, Production Editor, Sound Person, Interactive Designer. Script Writer, Associate Producer

Related DOT Codes: 141.061-018, 141.061-022, 141.081-010, 149.061-010, 462.081-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Almost all recent hires have a bachelor's degree. A few have an associate's degree. A few have a high school diploma or equivalent.

Training: Many firms sometimes allow training to substitute for work experience. Employers will accept applicants with an AA or BA in the fine arts. They have a preference for those having experience with word processing, graphic editing tools, animation software, Photoshop Illustrator, World Wide Web development, interactive software, Java Development tools and other multimedia application software.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 5 years experience as a Production Artist, Sound Engineer, Audio / Video Engineer, Graphic Artist / Designer, Internet Developer or 6 - 12 months as an Animator.

Skills rated "very important":

- Ability to do detailed work
- Ability to communicate ideas clearly
- Proficient with personal computers
- Knowledge of graphic design
- Knowledge of computer animation
- Knowledge of sound design and recording
- Creative thinking
- Ability to visualize / conceptualize
- Flexibility in performing a variety of tasks
- Ability to read and follow instructions
- Ability to work independently and on a team
- Ability to work under pressure and meet deadlines
- Ability to work well with clients
- Willingness to learn new skills and techniques

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote to: Senior Animator / Editor, Senior Producer, Senior Graphic Artist.

Nontraditional Occupation: No.
43% of workers in survey responses were female.

Turnover: Moderately high, 26% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE

- Advertising Agencies
- Commercial Art Schools
- Commercial Film Developers
- Computer Consultants
- Internet Developers
- Motion Picture Laboratories
- Music Video Production
- Software Developers (games and system applications)
- Television Tape Services
- Videotape Production

FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	91%
Dental Insurance:	55%
Vision Insurance:	36%
Life Insurance:	27%
Paid Vacation:	100%
Paid Sick Leave:	82%
Retirement Plan:	18%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer, unsolicited applicants, private employment agencies, advertise on the World Wide Web (Internet).

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Multimedia Specialists**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Multimedia Specialists work full-time, 41 hours per week. Some work on a temporary or on-call basis 13 hours per week. A few work part-time 30 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$8.50 - 15.00	\$11.25
New Hires, With Experience:	\$10.00 - 21.00	\$14.75
After Three Years With the Firm:	\$13.75 - 33.50	\$19.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: Not available

OES Growth Projections: Not available

New Job Growth Rate: Not available

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of new fields of work and growing markets for multimedia products. Some project employment to remain stable.

Employer Responses: 12 employers supplied data used in this analysis.

NETWORK PROFESSIONALS

(No OES Code - Emerging Occupation)

Network Professionals are responsible for designing and maintaining a company's computerized information system and managing local and / or wide area networks. Their duties may also include training network users, developing network strategies, downsizing mainframe and mini computer systems to PC networks. They may build front-ends to specific applications. They may be certified or uncertified.

Alternate Job Titles: Network Systems Support Analyst, Network Specialist, Systems Administrator, Network Engineer, LAN Manager, Microcomputer Network Analyst

Related DOT Codes: 031.262-014, 031.262-010, 039.264-010

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a bachelor's degree. Some have an associate's degree. A few have college (but not necessarily a degree).

Training: Most firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with word processing, spreadsheet database, document management, Windows 95, Oracle and HTML software application skills. Employers are also looking for Certified Network Engineers (CNE) and those certified on Microsoft and Novel Netware applications.

Experience: Most firms always require related work experience. They tend to hire applicants with 2 - 4 years experience as a Systems / Network Administrator, Network Technician, Micro Computer Technician and LAN / WAN Manager.

Skills rated "very important":

- Knowledge of microcomputer hardware systems
- Understanding of local and wide area networks (LAN / WAN)
- Knowledge of system integration
- Ability to write proposals and make recommendations
- Ability to write operating procedures
- Knowledge of Internet, Ethernet, ATM, UNIX
- Ability to evaluate new software
- Ability to design multi-server networks
- Supervisory and leadership skills
- Ability to work on a team
- Ability to work under pressure and meet deadlines
- Ability to pay attention to detail
- Troubleshooting skills
- Oral communication skills

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote to: MIS Director, Project Leader, Senior Network Administrator, Department Supervisor / Manager.

Nontraditional Occupation: Yes.
14% of workers in survey responses were female.

Turnover: Moderate, 12% in the past 12 months.

Unionization: Yes. 11% of responding firms were unionized.
16% of employees were unionized.

WHERE THE JOBS ARE

- Banks
- Credit Unions
- Local, State and Federal Government
- Insurance Companies
- Manufacturing
- Mortgage Companies
- Research and Engineering Facilities
- Savings & Loans
- Schools and Colleges

FRINGE BENEFITS, % of Employers Offering*

	<u>Full-Time</u>
Medical Insurance:	100%
Dental Insurance:	100%
Vision Insurance:	74%
Life Insurance:	95%
Paid Vacation:	100%
Paid Sick Leave:	100%
Retirement Plan:	68%
Other employer specified: 401-K Plan, Paid Holidays, Profit Sharing, Child Care	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, in-house promotion or transfer, private employment agencies, public school or program referrals.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Network Professionals**

Experienced applicants: **Somewhat competitive**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Network Professionals work full-time, 42 hours per week. Some work on a temporary or on-call basis 37 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$12.00 - 21.75	\$14.50
New Hires, With Experience:	\$12.00 - 24.00	\$18.25
After Three Years With the Firm:	\$16.50 - 26.50	\$22.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: Not available

OES Growth Projections: Not available

New Job Growth Rate: Not available

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of company growth, completion of, or new technology plans. Many project employment to remain stable.

Employer Responses: 19 employers supplied data used in this analysis.

OFFSET LITHOGRAPHIC PRESS SETTERS AND SET-UP OPERATORS

OES 925120

Offset Lithographic Press Setters and Set-up Operators set-up or set-up and operate offset printing presses to print single and multicolor copy from lithographic plates. They examine job orders to determine press operating time, quantity to be printed and stock specifications.

Alternate Job Titles: Feeder, Bindery Worker, Press Man, Pre-Press Operator, Offset Printer, Web Press Operator, Lithographer

Related DOT Codes: 651.382-042, 651.685-018

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Most recent hires have a high school diploma or equivalent. Some have college (but not necessarily a degree).

Training: Many firms sometimes allow training to substitute for work experience. Employers indicate a preference for applicants with 3 - 12 months experience in desktop publishing, color copy printing or using digital technology. A few employers provide on-the-job training lasting 3 - 6 months.

Experience: Most firms always require related work experience. They tend to hire applicants with 1 - 3 years experience as Feeders, Press Operators or Press Setters.

Skills rated "very important":

- Ability to stand continuously for two or more hours
- Ability to perform precision work
- Offset printing skills
- Custom offset printing skills
- Knowledge of printing inks
- Knowledge of safe shop working practices
- Possession of good color perception
- Ability to clean and maintain shop equipment
- Ability to work under pressure and meet deadlines
- Ability to work on a team
- Ability to read and follow instructions
- Willingness to work under close supervision
- Knowledge of computer graphics and CD ROM production
- Oral communication skills

OCCUPATIONAL CHARACTERISTICS

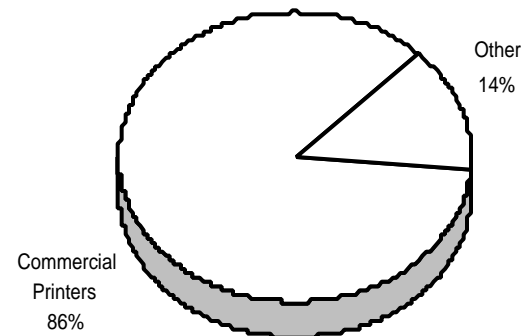
Career Ladders: Promote from: Assistant Press Operator, Apprentice Press Operator. Promote to: Lead Printer, Shift Supervisor, Shop Foreman or Manager.

Nontraditional Occupation: No.
28% of workers in survey responses were female.

Turnover: Moderate, 12% in the past 12 months.

Unionization: No.

WHERE THE JOBS ARE Industry - Percent Employing



FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	87%
Dental Insurance:	47%
Vision Insurance:	47%
Life Insurance:	60%
Paid Vacation:	73%
Paid Sick Leave:	20%
Retirement Plan:	33%

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Newspaper advertisements, employee referrals, unsolicited applicants, in-house promotion or transfer.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult		
Somewhat Difficult	X	X
A Little Difficult		
Not Difficult		

Job Market for: **Offset Lithographic Press Setters**
 Experienced applicants: **Somewhat competitive**
 Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Almost all Offset Lithographic Press Setters work full-time, 40 hours per week. A few work part-time 29 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$6.00 - 10.00	\$8.00
New Hires, With Experience:	\$8.00 - 15.00	\$10.00
After Three Years With the Firm:	\$10.00 - 24.00	\$15.00

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: 680 - - Small
OES Growth Projections: New jobs through 1999: 160
 Separations to 1999: 100
 *Total Openings: 260

New Job Growth Rate: 23.5%*. Projected growth is much faster than the county-wide average of 9.3%*.

*7 year period 1992 through 1999.

Employer Outlook on Employment : Most responding employers project employment to grow over the next three years because of increased business.

Employer Responses: 17 employers supplied data used in this analysis.

TELECOMMUNICATIONS ENGINEERS

(No OES Code - Emerging Occupation)

Telecommunications Engineers is a term for engineers working in the telecommunications industry. Some of their specialties include: Analog design and layout; audio acoustics and development; software (embedded) design, application and testing; and hardware design.

Alternate Job Titles: Communications Field Engineer, Design Engineer, RF Test Engineer, Communications Systems Engineer, Tele-Com Engineer, DSP Software Engineer, Principal Engineer

Related DOT Codes: 003.061-010, 003.061-042, 031.262-010, 184.117-082

EDUCATION, TRAINING, EXPERIENCE AND SKILLS

Education: Almost all recent hires have a bachelor's degree, a few have graduate study degrees.

Training: Most firms sometimes allow training to substitute for work experience. A few firms indicate that they would accept applicants with vocational or advanced military training in telecommunications. Employers indicate a preference for applicants with word processing, database, spreadsheet, Circuit Simulation, Computer Aided Drafting, Mathematical Modeling, and Microsoft Project Management software application skills.

Experience: Most firms always require related work experience. They tend to hire applicants with 3 - 6 years experience working as a Communications Engineer, Test / Design Engineer or Hardware / Software Engineer.

Skills rated "very important":

- Ability to do advanced mathematics
- Ability to write technical reports and documentation
- Analytical thinking and project management skills
- Knowledge of communications theory
- Knowledge of circuit design / hardware design
- Ability to design wireless communications networks
- Ability to develop communications and messaging software
- Willingness to travel and work at remote sites (International)
- Supervisory skills
- Ability to work on a team
- Ability to work under pressure and meet deadlines
- Oral communication skills
- Ability to pay attention to detail

OCCUPATIONAL CHARACTERISTICS

Career Ladders: Promote to: Senior Engineer, Project Leader, Project Director.

Nontraditional Occupation: No.
33% of workers in survey responses were female.

Turnover: Very low, 2% in the past 12 months.

Unionization: Yes. 14% of responding firms were unionized. 1% of employees were unionized.

WHERE THE JOBS ARE

Manufacturers of:

- Radio and Television Broadcasting Equipment
- Communications Equipment
- Wireless Communications Equipment
- Commercial Research and Development
- Electrical Engineering Services
- Engineering Laboratories

FRINGE BENEFITS, % of Employers Offering*

	Full-Time
Medical Insurance:	100%
Dental Insurance:	86%
Vision Insurance:	57%
Life Insurance:	71%
Paid Vacation:	100%
Paid Sick Leave:	86%
Retirement Plan:	57%
Other employer specific: Child Care, 401-Plan, Tuition Reimbursement	

*The percentage is based on the number of employers offering fringe benefits and responding to this question.

Most Frequently Used Recruitment Methods:

Employee referrals, newspaper advertisements, in-house promotion or transfer, college recruitment.

SUPPLY AND DEMAND

Employers' Difficulty in Finding Qualified Applicants	Experienced Applicants	Inexperienced Applicants
Very Difficult	X	
Somewhat Difficult		X
A Little Difficult		
Not Difficult		

Job Market for: **Telecommunications Engineers**

Experienced applicants: **Little competition**

Inexperienced applicants: **Somewhat competitive**

HOURS AND WAGES:

Average Weekly Hours: Most Telecommunications Engineers work full-time, 41 hours per week. Some work on a seasonal basis, 45 hours per week. A few work part-time, 30 hours per week.

Hourly Wages	Range	Median
New Hires, No Experience:	\$15.25 - 19.25	\$16.75
New Hires, With Experience:	\$19.25 - 31.25	\$20.75
After Three Years With the Firm:	\$23.75 - 37.00	\$26.25

OCCUPATIONAL SIZE AND GROWTH PROJECTIONS

Size of 1992 Employment: Not available

OES Growth Projections: Not available

New Job Growth Rate: Not available

Employer Outlook on Employment : All responding employers project employment to grow over the next three years because of an increase in product demand for telecommunications equipment and services

Employer Responses: 7 employers supplied data used in this analysis.